LOCAL PROGRAM LISTINGS • Week of March 12-18

TV GUIDE

15c

Claws Out! Movie Glamor Girls vs. TV Actresses

Maria Riva

as we see it

Thank you for your many letters of advice on which program we should select as the "Show of the Year." We will pick the show next month, but we thought you would be interested in knowing that most letters indicate your preference for these programs:

Adventure — for remarkably interesting expositions of scientific topics.

Cavalcade of Sports—for bringing viewers outstanding sports events.

Comedy Hour—for presenting some of today's finest comedians.

Dragnet—for its authoritative portrayal of detectives at work, for fine writing, acting and directing.

Arthur Godfrey and His Friends—for its wide appeal and for being the year's most newsworthy show.

I Love Lucy—for maintaining its high standard of situation comedy.

Life Is Worth Living—for proving that a show designed to make the viewer think can be popular.

Make Room For Daddy—for being the season's best new filmed situation comedy.

Omnibus—for drama, films, musicals and a wide variety of other material that viewers would not otherwise have an opportunity to see.

See It Now—for bringing the concept of freedom of the press to television, for brilliant news interpretation, fine documentary presentation.

Show of Shows—for smooth, first-class comedy, music and dancing.

Today—for its editorial initiative and objective, thorough presentation of news and features.

Toast of the Town—for presenting good vaudeville, newsworthy personalities, and for exploring new sources of visual entertainment.

U. S. Steel Hour—for being the year's most notable new dramatic show.

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TV Teletype*

NEW YORK Bob Stahl reports:

CBS, tired of taking a back seat to NBC in TV college football, putting in a strong bid with the National Collegiate Athletic Assn. to televise next season's games . . . NBC, meanwhile, has signed to televise the championship finals of the National Open golf tourney in June, and will once more cover the national tennis singles from Forest Hills in September.

* * *

EZRA STONE, the original "Henry Aldrich," producing a new situation comedy program slated to debut on CBS soon . . . NBC planning a big block of Saturday programs for moppet viewers. The kid lineup will start at 8 A.M. with a juvenile version of DAVE GARROWAY's Today show.

* * *

With CBS' new early-bird program, Morning Show (formerly Eye-Opener) starting this week, it's interesting to note that Today's rating hit a peak in the latest count. Today reaches 2,152,000 homes, for a 9.7 rating, phenomenal for a 7-to-9 A.M. spot.

* * *

When Omnibus leaves the air after the March 28 telecast, CBS will expand Adventure to a full hour Sunday afternoons and fill out the time with a news roundup titled The American Week and narrated by ERIC SEVAREID . . . In an effort to improve the quality of scripts on his show, RED BUTTONS has added ARTIE STANDER, a top radio-TV writer, to his writing stable.

* * *

That's My Boy, the situation comedy starring EDDIE MAYEHOFF, replaces Medallion Theater in early spring . . . Although the networks are still in the earliest planning stages for summer replacement programs, it seems certain that Masquerade Party will substitute again for RED BUTTONS this year. Information Please, the most long-haired panel show, will also probably be revived this summer.

* * *

It's probably too early to draw any conclusions, but Godfrey and Friends toppled from the Top 10 in latest Nielsen ratings for the first time in months. It dropped eight rating points, from sixth position last month to 15th . . . Conversely, the ROY ROGERS show climbed from 39th to 10th place.

* * *

DONALD O'CONNOR tapped to emcee the Academy Awards presentations March 25th, to be televised by NBC . . . Recent Foreign Intrigue episode was filmed just four degrees below the Arctic Circle in Sweden. Producer SHELDON REYNOLDS also has plans to take JAMES DALY and his cast for future episodes to Finland and later to North Africa to preserve the program's authentic locales.

**Trade-mark, Teletype Corp.*

HOLLYWOOD

Dan Jenkins reports:

SID CAESAR has signed a 10-year contract with NBC. This was revealed after the news seeped out that his old contract would expire in June. He'll do hour-long shows, according to West Coast sources. MAX LIEBMAN, the same sources reveal, will definitely continue with Your Show of Shows. As for IMOGENE COCA, SID's co-star, she'll star in her own half-hour show next fall. CAESAR's contract is similar to MILTON BERLE's. He'll head his own show for a number of years and then continue as a consultant.

* * *

DINAH SHORE is gradually winning her polite fight to guest on ED MURROW's Person to Person. Things have been touchy, for no really good reason, simply because DINAH is sponsored by Chevrolet and one of MURROW's radio shows is sponsored by Ford.

* * *

At last count, 10 brand new film series were scheduled to go into production between now and April 1 . . . Also at last count, there were 370 TV stations on the air, with another 202 licensed and getting ready to go. Still another 303 are awaiting licenses, but many of these will undoubtedly fall by the wayside . . . The Telemeter people say their 148 Palm Springs subscribers are averaging $10 a month for pay-as-you-see new movies on TV.

* * *

GEORGE FISHER, CBS radio commentator, is in production with 52 quarter-hour TV films called Meet the Stars . . . CECIL, the seasick sea serpent, star of Time For Beany, will be the subject of feature length movie cartoon . . . LUCY AND DESI are planning a desert home in Palm Springs.

* * *

CHARLTON HESTON, Studio One's gift to the movies, has been signed to play the role of Moses in C. B. DEMILLE's The Ten Commandments . . . Thirty-nine half hour Buck Rogers films due to go into production next month--but remember that a similar announcement was made a year ago.

* * *

CORINNE CALVET and ROBERT STACK have finished "Indirect Approach" for Ford Theater . . . OZZIE and HARRIET NELSON vacation in Europe with the two boys this summer . . . DON PORTER, who co-stars with ANN SOTHERN in Private Secretary, will also be there to star in a picture . . . JACKIE GLEASON may be prevailed upon to do a Comedy Hour sometime in May, there being a loophole in his CBS contract.

* * *

BING CROSBY's next TV show for GE, set for April 4 on CBS, has been filmed by GEORGE BURNS' film company. Guests include JOANNE GILBERT and the WEIRE BROTHERS . . . Toast of the Town next year may be done on a split basis--first half hour from N.Y., second half hour from Hollywood . . . GUY (WILD BILL HICKOK) MADISON is a candidate for the title role in the movies' upcoming Lindbergh Story--a parlay for a Western star if we ever heard one.

The War of Two Worlds

Lovely Maria Riva wonders what is going to happen next as Jack Palance battles Thomas Gomez (right) in a TV drama. More real is the threat to TV stars' jobs by such famed movie actresses as Yvonne de Carlo and Ann Blyth (right).

TV AND MOVIE STARS BATTLE FOR DRAMATIC PARTS

As more and more Hollywood movie stars enter TV, the actors who established their reputations in TV itself are starting to worry about their jobs. Their anxiety is compounded by the knowledge that there is little they can do to stave off the threat. Hollywood bigwigs are usually backed by a tremendous glamor buildup that TV players can only envy. And when a TV sponsor has a choice between a Yvonne de Carlo or a Maria Riva, for example, he'll inevitably grab the movie star, even if he knows the TV-trained star could deliver a better performance.

That the threat is a clear and present danger was indicated again by the

recent special hour-long production of "A Place in the Sun" on *Video Theater*. When it came to casting the play, the best roles went to Ronald Reagan (as narrator), Ann Blyth, John Derek and Marilyn Erskine, all recognized Hollywood personalities.

The problem was posed initially by Miss Riva, who is a product solely of TV and who is enthusiastically loyal to the medium. She pointed out that a producer or talent agent will seldom admit that a TV acting plum has been snatched from a TV star and handed to a Hollywood luminary. But she knows she has lost jobs to Joanne Dru and Sally Forrest, among others.

'Backbone' Lost To Hollywood

Most established TV personalities, such as John Newland, John Baragrey and Felicia Montealegre, agree with Maria. They too have lost acting jobs to visiting movie actors. Almost all of them cited the recent casting of Yvonne de Carlo in the first play Robert E. Sherwood wrote specifically for TV, "Backbone of America."

TV producers claim that the bright lights of Hollywood pose little or no threat to TV actors. Felix Jackson, executive producer of *Studio One*, denied that he has ever used an actor simply because that actor has a Hollywood-built name.

Not Who, But How

"Our reputation is based on our stories and acting, not the caliber of names we use," he said. "We make our choice on which actor could do the best job." It might be noted that Jackson has not only used Hollywood from time to time: he even imported Michele Morgan from France for starring roles on two *Studio One* programs.

Martin Begley, chief NBC casting director, agrees with Jackson but for a different reason. "We've discovered that Hollywood stars too often are inexperienced in TV acting techniques

Margaret Hayes, Vaughn Taylor and John Newland: TV stars face competition.

and are frightened by our medium. They miss those short takes they can do in Hollywood."

As for that Hollywood glamor build-up, which seems to be the nub of the problem, Begley believes TV folk don't necessarily need such publicity. "Even the Hollywood stars have told me that they were never so well known as when they appeared on TV," he said.

Miss Riva also thinks that movie names often stumble when they try TV acting. As a result, she thinks their threat to her career is less now than it was a year ago. But because of her intense loyalty to TV, she is still vehemently against any movie star coming to New York and trying to pick up some extra money via TV. Too often, she said, "they complain that in TV they work so hard and give their all to a secondary medium and then, because it's a live show, their work is lost to posterity.

"If you want to be in movies or on the stage, fine. But while you're in TV, at least give it as much as you get out of it. I'm waiting for the day when we TV actors can throw this attitude of looking down their noses right back in the faces of Hollywood stars. That day will come when a TV star has a big enough name in his own right to do a Broadway play or movie only

as an interlude between shows, and then return to TV."

Felicia Montealegre revealed that she had been up for roles in both *Video Theater* and *Suspense,* but that these had gone to movie stars visiting New York between pictures. "But the same thing happens on Broadway," she said. "A producer will choose a movie star for a play rather than an established Broadway star because he believes there's more box-office appeal."

Frances Rafferty and Ronald Reagan: from the West Coast, they pose a threat.

But TV actors have their own box-office appeal, according to John Newland. "I recently starred in 'The Moon is Blue' in Baltimore for two weeks," he said. "The theater was completely sold out. And I know that's because I was given star billing and people who know me from TV wanted to see me in person. But you see, we can't prove this to agencies and sponsors."

Newland, too, has been bilked out of TV acting jobs by Hollywood stars.

John Baragrey believes the best protection for TV actors is to try to keep TV dramatic shows based in New York, and live. "There is excitement on a live show," he said. "If TV goes film, it may deteriorate into the Hollywood type of mass production."

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Lifetime With Father

THE DAY FAMILY SAGA EXTENDS FROM GASLIGHTS TO TV

IT IS quite possible that no show in television's still brief history has been handled more gingerly and lovingly than CBS' *Life With Father*. Had the show been born of the network's own production staff, things would have been a lot easier. Unfortunately, however, CBS was dealing with what has long since become an American institution. When you are dealing with the prestige of institutions, you get ulcers.

It was on November 8, 1938, that the curtain rose on the original stage production of "Life With Father," starring Dorothy Stickney and Howard Lindsay. The play ran eight years, still an all-time Broadway record. It spewed road companies all over the country. It ran through a total of 12 Fathers and some 90 red-headed boys.

But even this was not the beginning of the *Life With Father* saga. It started first as a series of little off-the-cuff essays in Harper's, written by Clarence Day, Jr. about his rather remarkable parent. Other magazines ran them from time to time, but not until slightly longer versions began turning up in The New Yorker did the stories start catching on. Then came the first book, "Life With Father," followed by the stage play.

The TV version, as benefits a living legend, has been nursed along with

meticulous care. Mrs. Clarence Day, Jr., the sprightly widow of one of Clarence Day's four sons, has been hired as a special consultant.

CBS spent the entire summer auditioning the lead roles, finally settling, with Mrs. Day's hearty approval, on Leon Ames and Lurene Tuttle. If these two names aren't particularly well-known to the viewing public, they will be before long.

Actually, both Ames and Miss Tuttle are exceptionally well-known, by face and voice if not by name. Ames for years was one of M-G-M's most reliable featured players. Miss Tuttle has appeared on so many radio shows that she has lost count.

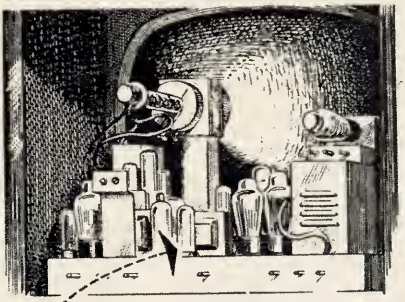
Ames has wanted to play Father ever since he first saw the play 15 years ago. He fits it today as to the manner born. "It's a way of life," he says, "not a part. And even before we went on the air, it had changed my whole existence. Look at this red hair. I have to tint it up once a week."

Love Those Carrot-Tops!

The red hair, a seeming extravagance for a show seen only on black-and-white TV, is a fetish of Mrs. Day's and one heartily concurred in by everyone from producer Fletcher Markle down to the four children playing the Day boys. "I couldn't play the part otherwise," Ames says flatly. "And I couldn't play to Lurene or the kids if they didn't have red hair too."

Calmest member of the cast is Dorothy Bernard, who has made a virtual life with "Father." She played Margaret, the maid, for eight years in the original stage production, then went on the road. Her most recent fling at the role was with Billie Burke in a Los Angeles production.

"Every time I think I'm finally done with it," she sighs, "up it pops again. I really thought I'd reached the end, but first thing I knew they had a TV camera in front of me. Heaven only knows how long *this* one will last."



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In heart of Death Valley, Gene Autry's Flying A Productions company works on film.

Lucille Barkley relaxes by hotel pool.

Lucille and Judd Holdren in big scene.

As in the old days, 20-mule team is hitched for the long trek out of Death Valley

Wild scenery is typical of Death Valley; this film relates history of lost party.

DEATH VALLEY DAYS

are here again

DEATH VALLEY, in California, is the lowest and hottest place in the United States, down to 280 feet below sea level and up to the all-time record of 134 degrees set on July 10, 1913. This makes it the oddest place from which a television show has emanated, with the possible exception of the Stork Club.

Doomed gold-seekers ration their water.

The show, *Death Valley Days*, now seen in more than 70 cities, is filmed in the depths of the valley, with cast and production crew flying in from Hollywood. Since it deals with the history and the legends of Death Valley, nobody can quarrel with the authenticity of its settings.

The company shoots films in the valley about six times a year.

The series is sponsored by Pacific Coast Borax, whose trade-mark is the valley's own historic 20-mule teams. Ruth Woodman writes the shows and Dorothy B. McCann produces them—roles they have had for the radio version for 24 years.

Episodes deal with themes like the hardships of the Bennett - Arcane party, trapped in Death Valley in 1849. Film crew members suffered no such hardship. They stayed at the valley's Furnace Creek Inn, a luxurious desert spa, complete with swimming pool.

It's A Great Day for the Irish

Mary Ellen Terry, dancing colleen of the *Paul Winchell Show,* practices a gay reel for St. Patrick's Day, when, tradition says, everybody's Irish.

Chicago Dateline

TV's Week: No wonder Bing Crosby was once labeled "uncooperative" by the press. His seeming lack of cooperation is probably due to misquotes. Latest occurred recently when published reports had him "definitely quitting TV." Untrue, claimed Bing when queried by TV GUIDE. "A wire service reporter asked me what my TV plans were for next year. I said I didn't have any and the next thing you know, I'm reading stories saying I'm quitting the medium." True story is that he simply doesn't have any definite plans, contracts or commitments—yet!

Stracke

Uncle Win's Woes: Strongest tirade of the new year came last week as irate mothers fumed over *Animal Playtime's* dismissal. WNBQ execs, digging out from under an avalanche of furious letters, mopped their brows and sought a way to reinstate Stracke. So far, no luck. Network commitments and sponsored local shows are packing Channel 5's schedule too tightly. As for other stations, they're keeping a strict "no comment" policy. Technically speaking, Uncle Win's 15 cumulative ARB rating for February is a strong argument for his return. So are the letters which are mounting rapidly. Hasn't been this much furor over a TV show since the *Kukla, Fran and Ollie* hassle.

Debuts and Week's Highlights: *Dilemma,* panel show handling questions of morality, philosophy and everyday problems debuts on WGN-TV tonight (Friday) at 7:30. Panelists include Doctors Louis L. Mann, John Kane, Kenneth Hildebrand and Beryl Orris. Newscaster Paul Harvey will moderate.

WBBM-TV's *Petticoat Party* moves up to 3:30 PM March 15 to make way for two new CBS soap operas. Starring in one of the soapers, *The Secret Storm,* is Chicago's Jean Mowry, formerly a free-lance actress here.

Life of Riley, starring William Bendix, returns to WBKB March 16 at 10 PM, followed by another film series, *The Visitor* (formerly, *The Doctor*), bowing the same night.

Effective with next week's issue, we will resume the listings of WTMJ-TV (Channel 4) Milwaukee.

channels listed in program section

CHICAGO, ILL.

2 WBBM-TV (CBS)	410 N. Michigan Ave.	**7 WBKB** (ABC)	20 N. Wacker Dr.
5 WNBQ (NBC)	Merchandise Mart	**9 WGN-TV** (DuMont)	441 N. Michigan Ave.

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HE

Joe gags it up as woman's champion Marion Ladewig looks amused and Matt Niesen of Faetz & Niesen lanes feigns alarm for his alleys.

WHEN sportscaster Joe Wilson back in 1951 was faced with the likelihood of having to do a TV show on bowling, a sport about which he was immensely ignorant, his approach to the problem was typically thorough. Wilson knew little about the game. To him "Brooklyn" was the home of the Dodgers and a "turkey" was a bird served on holidays.

But, acting fast, Joe delved into every book and newspaper account on bowling available, studied big-league keglers in action, even sought out bowling stars for advice. When the show went on the air (over old WBKB), his chatter sounded like that of a true bowling addict.

The show, which was filmed, was tepidly received by viewers and barely lasted 13 weeks. This past fall, however, Joe's rapidly-acquired education stood him in good stead when he was tagged for the announcer's role on WNBQ's *Championship Bowling* show (11 PM, Tues.). The new program has clicked solidly with viewers.

Joe, incidentally, will do the sportscasting honors for TV GUIDE's 1954 Celebrity Bowling Tourney to be televised March 23 from Faetz & Niesen alleys where *Champ. Bowling* originates.

Old TV Hand

Conscientious Joe, of course, had arrived long before *Championship Bowling's* debut. A 10-year veteran of the medium, Wilson has earned the top kudos of the critics and the respect of fellow broadcasters. And, while Joe's fact-crammed style doesn't please all sports followers, there's no doubt about his over-all popularity with fans. Topping his conquests, Joe won TV GUIDE's 1953 local sportscaster award.

Like many a sportscaster or newscaster, Joe is actually a "displaced person." His early ambitions were rooted in the field of drama. Joe was born in

JOE WILSON

GRABS THE TIGER BY THE TAIL

1911 in Eveleth, Minn., a small mining community, but early in life he decided to prospect elsewhere for pay ore. His theatrical bent led him to Northwestern University, where he studied music and drama. After which came radio.

A chance tryout at describing a hockey game led Joe to a full-time spot with a Hibbing, Minn., station. Other Midwest radio jobs followed before Joe anchored down in Chicago in 1943. He was first put to work here by Station WJJD as a horse race commentator and frankly admits it was his stiffest test. "Stable colors can be confusing in a fast race," Joe explains, and adds that "Horses have no personalities—just peculiar names."

Football, the next sport that beckoned, proved far more agreeable. By fall of '43, Joe had switched to WENR and coverage of collegiate games for ABC.

Glib-lipped Joe Wilson: He's covered all sports from auto racing to wrestling.

Joe started free-lancing in TV as early as 1944 via pioneer outlet WBKB and worked as actor and newscaster before shifting exclusively to sports. Then from 1946 to 1952, Joe did the telecasts each season of Cubs baseball games. His TV activity also spanned other major sports: boxing, pro football, basketball and hockey. The mustachioed commentator was particularly successful with hockey, his machine-gun delivery dovetailing neatly with the fast ice action. Unlike many sports spielers, Joe finds the swifter games easier to do. Says Joe: "It's just a case of grabbing the tiger's tail and hanging on."

Earns Choice Jobs

Since joining WNBQ last year, Joe has been given several choice TV tasks—his TV GUIDE Celebrity Tourney chore, being an example. In addition to his Tuesday night bowlfest, Wilson also does a daily sports review (6:10 PM) and video coverage of local harness racing.

Together with his wife Margaret and two daughters, Wilson lives in Wilmette —close by WNBQ executive Jules Herbuveaux. Joe will probably never have to exploit the advantage, however. If talent counts, he'll likely be with the station until pensioned off.

Mike Douglas:

a case of 'LUCKY

IF YOU were an unemployed singer, broke and starving, recently discharged from the Army and about to become a father, what would you do? Jump off the nearest skyscraper? Join the Foreign Legion? Appeal to *Strike It Rich?*

Here's how WGN-TV's up-and-coming Mike Douglas solved this dilemma back in 1945, when TV's charity coffers were unheard of. Mike gambled on one of Fate's lucky breaks. Tabbed for a singing guest role on Ginny Simms' radio show, he chose "Strange Music" from the Broadway hit, *Song of Norway.*

From that point, the career of the chunky, sandy-haired Irishman took a sudden turn for the better—and "Strange Music" became his lucky tune. Three days after his guest appearance, Mike was confronted with two hefty offers: one from bandleader Kay Kyser, offering a five-year contract with option, the other from Republic studios for a seven-year picture contract. He chose to sign with Kyser.

Just Lucky

In a business where superstition is a byword, Mike bases his success story on what entertainers call the "Lucky Break." He claims he always just "happened to be around when the breaks occurred." Some wags, however, accuse him of having a direct line to Killarney's patron saints. Luck of the Irish, they call it.

Whatever it is, Mike, now 32, has come a long way from the lean days. He is currently under contract to WGN-TV, where he serves as singing emcee for *Hi Ladies, Talent Showcase* and holds down the tenor duties on the *Music Show,* an established DuMont network success. He recently topped off these achievements by emerging as the top Chicago male singer in TV GUIDE's annual awards poll.

Mike throws some fancy punches during an exhibition with the Manassa Mauler, Jack Dempsey, on a *Hi Ladies* telecast.

BREAKS'

Mike's luckiest break, his family: (L. to r.), Michele, Genevieve, Mike and Christine.

"It's when I'm at my lowest that everything nice happens," Mike sums it up. Even after his Kyser stint, he was no Perry Como in the popularity division, and when Harry Babbitt returned to the Kyser fold, Mike left. But the breaks kept coming, although none of them catapulted him to national prominence. First there was a 12-week booking at Chicago's Palmer House. Next, a Chicago theater appearance followed by a booking into a Washington, D. C., hotel. A sudden windfall of breaks got him such entertainment plums as solo artist for Decca records, doing the voice of Prince Charming in Disney's *Cinderella*, and a radio show which reached 500 stations.

A Name Change

In 1949, after two years on his own, Mike rejoined Kyser for a TV show in New York which lasted two seasons. Formerly billed as Michael Dowd (his real name), he took Kyser's advice and changed it to one less easily misinterpreted. "When my name was Dowd, I used to get letters addressed to 'Dud,' 'Dowdy,' 'Down,' etc., none of which was psychologically inspiring!"

After the Kyser TV break, Mike and another of the old Professor's proteges, Ish Kabibble, toured the country as a poor man's Martin and Lewis.

About a year ago, while stopping in Chicago between show dates, another lucky break came to Mike, the opportunity that led to his affiliation with WGN-TV. While visiting the station, Mike ran into his friend, Ernie Simon, who was then emceeing a midday variety piece called *Luncheon Party*. Simon suggested that the talented tenor audition on the show. Coincidentally, WGN-TV's general manager, Frank Schreiber, chose that day to watch *Luncheon Party* and, seeing Mike, uttered the magic words, "Sign him up." Mike has been under contract ever since.

Even Mike's marriage comes under the heading of "Lucky Break." In 1940, after concluding a band tour, Mike accepted a job as staff soloist for WKY in Oklahoma City. A friend, who often spoke of his "kid sister," once invited Mike to the family homestead for Christmas dinner. Mike arrived, bearing a jar of peppermint candy for "the kid," whose name, he learned, was Genevieve. But he discovered she was 17 and beautiful. A year later they were married. They now have eight-year-old twin daughters, Michele and Christine.

The happiest result of the Douglas success story to date is his graduation to billing as an emcee who can sing, rather than as a singer who can emcee. And Mike likes it. He likes it fine.

TV Movie GUIDE

For fuller details of each movie, see the regular program listing.

FRIDAY, MARCH 12

3:45 2 "HIS GRACE GIVES NOTICE"
Arthur Hargetson and Viola Keats.

4:00 9 "OUTLAW FURY"
James Ellison and Russ Hayden.

4:05 7 "TORTURE SHIP"
Lyle Talbot.

10:00 9 "DANGEROUS YEARS"
Scotty Beckett.

11:00 2 "MIDNIGHT"
Gloria Saunders and Herb Patterson.

11:50 9 "BASHFUL BACHELOR"
Lum and Abner.

12:00 2 "LOVE IN EXILE"
Olive Brooks and Helen Vinson.

12:00 7 "SON OF MONTE CRISTO"
Joan Bennett and Louis Hayward.

SATURDAY, MARCH 13

9:00 A.M. 7 "OUTLAWS PARADISE"
Tim McCoy.

9:00 9 "RAW TIMBER"
Tom Keene and Peggy Keys.

10:45 7 "NABONGO"
Buster Crabbe and Fifi D'Orsay.

11:30 5 "A BOY, A GIRL, AND A DOG"
Jerry Hunter and Sharyn Moffett.

1:30 2 "WHAT'S YOUR RACKET"
J. Carroll Naish and Regis Toomey.

4:00 9 "THEY'LL NEVER SURRENDER"

5:00 9 "BILLY THE KID WANTED"
Buster Crabbe and Al St. John.

6:00 9 "THE PIONEERS"
Randolph Scott and Glenn Ford.

7:00 9 "SCATTERGOOD BAINES"
Guy Kibbee and Carol Hughes.

10:00 2 "THE GLADIATOR"
Joe E. Brown.

11:00 9 "BACKLASH"

12:00 2 "THANKS FOR LISTENING"
Pinky Tomlin and Maxine Doyle.

12:15 7 "MEN ON HER MIND"

SUNDAY, MARCH 14

9:00 A.M. 9 "GRAND CANYON"
Mary Beth Hughes.

10:00 A.M. 7 "T-MEN"
Dennis O'Keefe and Mary Meade.

10:00 A.M. 9 "RETURN OF WILDFIRE"
Richard Arlen and Patricia Morrison.

10:30 A.M. 2 "FIGHTING GENTLEMEN"
William Collier, Jr.

11:00 A.M. 5 "OLD MOTHER RILEY, DETECTIVE"
Arthur Lucan and Kitty McShane.

12:00 9 "COVERED WAGON DAYS"
Robert Livingston and Raymond Hatton.

1:00 9 "CRASHING THROUGH"
James Newill and Jean Carmen.

2:00 9 "MISS MINK"
Jimmy Lydon and Lois Collier.

3:00 9 "ROSES ARE RED"
Peggy Knudsen and Don Castle.

4:00 9 "THREE ON A TICKET"
Hugh Beaumont and Cheryl Walker.

6:00 9 "BUFFALO STAMPEDE"
Randolph Scott and Judith Allen.

10:00 9 "IDEAL HUSBAND"
Paulette Goddard.

10:30 7 "GENTLEMEN AFTER DARK"
Brian Donlevy and Miriam Hopkins.

11:00 5 "VOICE IN THE WIND"
Francis Lederer and Sigrid Gurie.

11:30 2 "HEART PUNCH"
Lloyd Hughes and Marion Schilling.

12:00 7 "INTRIGUE IN PARIS"
Lois Lane and Noel Madison.

MONDAY, MARCH 15

4:00 9 "PAINTED TRAIL"
Tom Keene and Eleanor Stewart.

4:05 7 "MINSTREL MAN"
Roscoe Karns and Gladys George.

4:15 2 "RACING LUCK"
Gloria Henry and Stanley Clements.

10:00 9 "THE YOUNG WIDOW"
Jane Russell and Louis Hayward.
11:00 2 "FRANKIE AND JOHNNIE"
Chester Morris and Helen Morgan.
12:00 2 "SPIES OF THE AIR"
Barry K. Barnes and Joan Marion.
12:00 7 "TIGER FANGS"
Frank Buck.

TUESDAY, MARCH 16

4:00 9 "ROMANCE OF THE ROCKIES"
Tom Keene and Beryl Walker.
4:05 7 "SLANDER HOUSE"
Adrienne Ames and Craig Reynolds.
4:15 2 "MEN OF ACTION"
Frankie Darro and Gloria Shea.
10:00 9 "FOUR IN A JEEP"
Viveca Lindfors.
11:00 2 "THE HIDEOUT"
Adrian Booth and Lloyd Bridges.
12:00 7 "SECRETS OF CHINATOWN"
Nick Stewart and Lucille Browne.

WEDNESDAY, MARCH 17

4:00 9 "PHANTOM RANGER"
Tim McCoy and Suzanne Karen.
4:05 7 "SUBMARINE BASE"
Anne Baxter and John Litel.
4:15 2 "HEADLINE CRASHER"
Frankie Darro and Kane Richmond.
10:00 9 "COPACABANA"
Groucho Marx and Carmen Miranda.
11:00 2 "EAST OF PICADILLY"
Judy Campbell and Sebastian Shaw.
11:00 5 "STAGECOACH OUTLAWS"
Buster Crabbe and Al St. John.
12:00 2 "THE WORLD OWES ME A LIVING"
David Ferrar and Judy Campbell.
12:00 7 "BURIED ALIVE"
Beverly Roberts and Robert Wilcox.

THURSDAY, MARCH 18

4:00 9 "TWO GUN JUSTICE"
Tim McCoy and Betty Compson.
4:05 7 "BEHIND PRISON WALLS"
Alan Baxter and Gertrude Michael.
4:15 2 "BACK PAGE"
Peggy Shannon and Russell Hopton.
7:00 9 "CINDERELLA SWINGS IT"
Guy Kibbee and Gloria Warren.
10:00 9 "LET'S LIVE AGAIN"
John Emery and Hillary Brooke.
11:00 5 "DARK WATERS"
Merle Oberon and Franchot Tone.
11:00 9 "COUNTERFEITER"
John Sutton and Hugh Beaumont.
12:00 2 "WARN THAT MAN"
Gordon Harker and Raymond Lovell.
12:00 7 "CASE OF THE SINISTER SWAMI"
Mischa Auer.

DEAR BOSS:

Thanks for passing on that crank letter from one of my readers. The name is familiar... think she wrote me a few years back on the same subject: Don McNeill. Now there's a controversial TV star. Haven't decided yet how much I like his new show, what I've seen of it.

Always enjoy Johnny Desmond, even though my mother-in-law nurses a secret crush on him. Eileen Parker is a doll, but she'll have to be patient to reach the heights Patsy Lee attained before she ran off and married a navy man. Fran "Aunt Fanny" Allison is the funniest live character on TV and helps keep the Breakfast Club from falling apart, however it is a mystery to me why she and Burr Tillstrom tangled up in Guest House Monday nights, the lukewarm successor to Jack Eigen's ill-fated hour of charm.

How these two top stars allow themselves to be thrown into a borax setting, with bad lighting, weak music and a seemingly lineup of commercials (the worst being Hannah & Hogg wine) is something hard for me to believe.

But back to the McNeill show. Sam Cowling is as funny as ever but even with his natural clowning the Breakfast Club on TV still doesn't put McNeill over the top. Perhaps I'll have to eat my words, later. I hope so. I hope a sponsor signs up the show. Sponsors have been known to do worse.

Like that Ed Allen, too. He's finally convinced us all we should lose a few pounds. Pounds and readers, I'm now on a diet.

CHUB

Protests Loss of Uncle Win

Taking Uncle Win Stracke's *Animal Playtime* off the air is the most stupid thing I ever heard of. I could explode when I think of all the crazy shows that stay on TV forever.—*Frances Holes, Cicero, Ill. (Yours was part of a small deluge of letters received. Many mothers are angry. The letters will be forwarded to WNBQ, Chicago 54, Ill.—Ed.)*

Knotty Family Tie

Everyone in my family enjoys *I Married Joan* each week. We are wondering, however, if the girl who plays Joan Davis' sister in the series might actually be her daughter. Her name is Beverly and she looks and talks just like Joan. Could you straighten us out?—*Mrs. Carl Rush, Bridgman, Mich. (Good observation. Beverly is actually Joan's teen-age daughter. Her real name is Beverly Wills.—Ed.)*

Wills

Mechanical Menagerie

To settle an argument between my friend and myself, could you tell me whether Blackie and Squeaky on the *Smiling Ed McConnell Show* are mechanical or live animals. I think they're mechanical.—*Clifford Whitlock, Chicago. (That's good thinking, Clifford. Blackie and Squeakie are mechanical.—Ed.)*

Are Comics Being Sold Out?

I was glad to hear that the ABC network via WBKB here in Chicago was bringing back comics Bob and Ray. But are they featuring commercials or Bob and Ray? The show squeezes in seven commercials in 15 minutes, and that's hard to digest.—*Louis Daddezio, Chicago, Ill.*

FRIDAY

MORNING

6:45 ❺ Everett Mitchell—Talks
Discussion for farmers.

7:00 ❺ Today—News, Interviews
Dave Garroway receives a lesson in teenage lingo, and Rita Gam visits to discuss her new movie, "Night People." (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.)

❼ Chicago Parade—Variety
Music, news, weather and time.

8:00 ❷ Ray Rayner—Comments
Weather, music and news for "teens" (Five minutes of local news with John Harrington, at 8:25 A. M.)

❼ Breakfast Club-Don McNeill
Variety with Don and the gang.

8:45 ❾ News—Bruce McFarland

8:55 ❷ News—Jim Conway
Stories behind the headlines.

9:00 ❷ Jack Paar Show—Variety
Edith Adams, Richard Hayes, Jose Melis.

❺ Ding Dong School—Kids
Nursery with Dr. Frances Horwich.

❼ News—Ulmer Turner

❾ Paul Fogarty—Exercises
"Want nice shoulders?"

9:05 ❼ Beulah Karney Presents
Beulah gives a young girls party in honor of the founding of Girl Scouts.

9:30 ❺ One Man's Family—Serial
Story of the Barbour family.

❾ Time For Stories—Kids
Tina Redmond reads to youngsters.

9:40 ❼ Ed Allen—Exercises
"Exercise for double chin."

9:45 ❺ Three Steps To Heaven
Serial with Phyllis Hill, Joe Brown, Jr.

9:55 ❼ Weather—Wayne Griffin

10:00 ❷ I'll Buy That—Quiz
Moderator Mike Wallace and panelists Vanessa Brown, Hans Conried, Albert Morehead, Audrey Meadows.

❺ Home—For Women
Arlene Francis discusses ceramics as a leisure-time hobby. Eve Hunter illustrates hair coloring. Poppy Cannon demonstrates egg dishes for weekend brunches, and tips on spring cleaning.

❼ Play House—Kiddies
Angel Casey emcees.

❾ A To Z Of Cookery—Tips
"Girl Scout Day."

10:30 **❷ Strike It Rich—Quiz**
Warren Hull emcees "quiz with a heart."

❼ Pied Piper Show—Kids
Art Hern tells stories for the youngsters.

10:55 **❾ News—Steve Fentress**

11:00 **❷ Valiant Lady—Serial**
Nancy Coleman in the title role.

❺ Bride and Groom-Wedding
Hazel Deloris Glover weds Robert Weber, both from Birmingham, Alabama.

❼ Danny O'Neil Show
Danny, Chet Roble, Nancy Wright.

❾ Ernie Simon—Four To Go
Quiz game. (Guests are invited. Write WGN-TV for tickets).

11:15 **❷ Love Of Life—Serial**
Bill Beck pressures Vanessa to give her gambling story to a rival paper.

❺ Hawkins Falls—Serial
Lona Corey's first assignment on her new job causes friction in her family.

11:30 **❷ Search For Tomorrow**
Higbee gives Nathan a lift in his car, and tries to pry a little information.

❺ Betty White Show
Music by Frank De Vol's orchestra.

❾ Earl Nightingale—Chats
Talks on topics of interest.

11:45 **❷ Guiding Light—Serial**
Herb Nelson, Ellen Demming.

11:55 **❼ News—Ulmer Turner**

AFTERNOON

12:00 ❷ Brighter Day—Serial
Story of a minister and his parish.

❺ Noontime Comics—Kids
Johnny Coons with stories and films.

❼ Happy Pirates—Kids' Fun
Two-ton Baker and Art Hern.

❾ Hi Ladies—Interviews
Mike Douglas emcees. (What were the "lucky breaks" that made Mike a TV star? See story on page A-4.)

12:15 ❷ Luncheon With Billy
Variety with Billy Leach.

SPORTS
by ED PAZDUR

More Jack for Jack . . .

JACK DREES, WBKB's beanpole sportscaster, stakes his claim for more of that national fame—and loot—on March 24 when he subs for Russ Hodges as CBS-TV's Wednesday night fight commentator. Hodges, as is his custom every year, will gab about the antics of the New York Giants exclusively until next fall. Last summer, with Drees describing the beak-busting capers in the ring, the Pabst fights zoomed to the top as the nation's highest rated show.

Jack Drees

Incidentally, our thanks to Pabst for permitting Drees to appear at GUIDE's Celebrity Bowling Tourney telecast, March 23 (WNBQ, 11:00 PM), even though Drees is due in Miami the next day to televise the Danny Nardico-Charley Norkus fight. Immediately after the kegling show at midnight, Drees will be whisked to Municipal Airport for a 1:00 AM flight to Miami, Fla. . . . Drees has also been docketed to televise the finals and semi-finals of the Illinois "Sweet Sixteen" High School Basketball Tournament over WBKB, March 20.

Cuffnotes: Chunky Wayne Griffin, while vacationing in Sarasota, Fla., opened a new golf course in the Sunshine State with Babe Zaharias and the Bauer sisters. Griff, not to be outdone by the distaff pros, shot a hole-in-one!

The Kid Gavilan-Bobo Olson middleweight title bout in Chicago, April 2, will not be seen on television in Chicago, Milwaukee, or South Bend, Ind.

12:25 ② Lee Phillip Show—Tips
Fashion news ond shapping hints.

12:30 ② Garry Moore Show
Ken Corson, Denise Lor, Durward Kirby.

⑤ Bob & Kay Show—Variety
Art Von Damme Quintet.

12:45 ⑨ Dr. Preston Bradley—Talk
Philosophical and topical subjects.

12:55 ⑦ News—Ulmer Turner

⑨ News—Steve Fentress

1:00 ② Double Or Nothing—Quiz
Bert Parks emcees quiz game.

⑤ Francois Pope—Recipes
Baked mocoroni sizzling squores and Spanish Welsh rarebit.

⑦ Ruth Crowley—Baby Care
Discussion on the core af infonts.

⑨ Watch To Win—Quiz
Don Gordon and the Stornaters.

1:15 ⑦ Ask The Doctor—Talk
Elizabeth Hort canducts discussion, with Drs. W. W. Bauer ond William Balton.

1:30 ② Linkletter's Houseparty
Guest: Perc Westmore, makeup ortist.

⑦ Swingalong—Musical
Jimmy Lee and The Modulotors.

⑨ Adventure in Learning
Discussion presented by Loyolo Univ.

2:00 ② Big Payoff—Quiz Game
Randy Merrimon and Bess Myerson.

⑤ Kate Smith Show—Variety
Kote presents Alene Dolton, "The Stary Princess," Dorothy Day emcees o foshion show, and comic Al Bernie makes onother visit.

⑦ Claude Kirchner Show
Music and variety far the lodies.

⑨ Paul Dixon Show—Music
Musical pontomimes with Wonda Lewis.

2:30 ② Bob Crosby—Musical
Tunes: "Everybody Loves Saturdoy Night," "Stronger in Paradise," "Modemoiselle de Paris," "Moke Love To Me," ond "All Alone."

⑦ Stuart Brent—Discussion
Topics of interest to women.

2:45 ⑦ News—Austin Kiplinger

3:00 ② Petticoat Party—Games
Frazer Thomas emcees games. (Guests invited to Gorrick Theater. Tickets unnecessory.)

⑤ Welcome Travelers
Interviews with Tommy Bortlett. (Guests invited. Write Guest Relotions, WNBQ.)

⑦ Jerry Lester Show—Variety
Afternoon fun for the lodies.

⑨ Commercial—Film

3:05 ⑨ Movie Quick Quiz
Dick "Two-Ton" Baker is emcee.

3:30 ② Shopping With Miss Lee
Buying hints with Lee Phillip.

⑤ On Your Account
Win Elliot interviews speciol guests.

⑨ Index: Information
"This Is The Life." A mon must decide whether or not to run ogoinst a politician in wham he has hod great confidence.

3:45 ② MOVIE—"His Grace Gives Notice"—A young foatmon secretly in love with his Lord's daughter, inherits a Dukedom. Arthur Hargetson and Viola Keats.

3:55 ⑦ Musical Weather Show
Buddy Moreno is host.

4:00 ⑤ Pinky Lee—Variety
Contests and audience participation.

⑦ News—Ulmer Turner
A look at the afternoon headlines.

⑨ MOVIE—"Outlaw Fury"
Screeching lead follaws their charge into forbidden territory. Jomes Ellison and Russ Hoyden.

4:05 ⑦ MOVIE—"Torture Ship"
A doctor, convinced thot glondular troubles ore the raot af criminolity, takes eight killers on a sea voyoge. Lyle Tolbot.

4:30 ⑤ Howdy Doody—Puppets
Fun with Howdy and his friends.

4:55 ⑨ News—Les Nichols

5:00 ② Garfield Goose and Friend
"King" Garfield and Frazer Thomas.

⑤ Elmer The Elephant—Kids
John Conrad entertains children.

⑦ Jolly Seven Gang—Kids
Fun for the children.

9 Bob Atcher Show—Kids
Western fun for the kiddies.

5:30 2 Gene Autry Time—Film
Western adventure.

5 Close-Up—Musical
Howard Miller, June Valli, and the Art Van Damme Quintet.

7 Nick Francis—Films
Short movies and cartoons.

9 News—Leslie Monypenny

5:45 7 Bob And Ray—Satires
Bob Elliot and Ray Goulding.

9 Curbstone Cut Up—Chats
Interviews conducted by Ernie Simon.

EVENING

6:00 2 Sports—Bob Elson
Interviews and sports news.

5 Weather—Clint Youle

7 News—Austin Kiplinger
National and world news report.

9 Captain Video—Adventures
Al Hodge as the Captain.

6:05 5 News—Jack Angell

7 Sports—Jack Drees
Sports news and information.

6:10 5 Sports—Joe Wilson
(Read about trigger-tongued Joe's approach to sports on page A-2.)

7 Weather—Wayne Griffin
Temperatures and predictions.

6:15 2 News—Julian Bentley

5 Dorsey Connors—Travel
A visit to Jamaica.

7 News—John Daly
National and world events.

9 Number Please-Quiz Game
Jack Brickhouse conducts.

6:20 5 Alex Dreier—Features
"Man on the Go," with news.

6:25 5 Tony Weitzel—Comments
Gossip and interviews.

6:30 2 News—Douglas Edwards

5 Eddie Fisher—Musical
Guest: Martha Wright. Setting is a campus prom.

7 Stu Erwin—Comedy Drama
Jackie decides she has been "over-punished" and runs away from home.

9 News—Spencer Allen

6:45 2 Perry Como—Musical
In her last appearance subbing for Perry, Patti Page welcomes recording star Georgie Show. Tunes: "I Get So Lonely," "Young at Heart," "Changing Partners," "This Is My Song," "Till We Two Are One."

5 News—John C. Swayze
Caravan of news reports.

9 Chicagoland Newsreel

7:00 2 MAMA—Domestic Comedy
"Aunt Jenny and the Streets of Paris." Mama turns to blackmail when Aunt Jenny makes her angry. Peggy Wood portrays Mama, Aunt Jenny is played by Ruth Gates.

5 DAVE GARROWAY SHOW
Dave is host. The company includes Jill Carey, Jack Haskell, Cliff Norton, Shirley Harmer, Sinclair and Spaulding, and Skitch Henderson and his orchestra. Guest: Morton Downey. Tunes: "My Time of Day," "I've Got a Crush on You," "If You Love Me." Cliff and Diane do a skit, "Peggy O'Neill."

7 OZZIE AND HARRIET
"Ricky's Lost Letter." Ricky loses his girl friend's letter, and the Nelsons turn the house upside down to find the missing address.

9 STORY THEATER—Film
"Deadline." A newspapermen who has been exposing a killer is held prisoner by the criminal. Douglas Kennedy and Linda Johnson.

7:30 2 TOPPER—Comedy
Cosmo decides it's high time for an economy drive after he's had a look at household expenses for his income-tax forms. Leo G. Carroll, Anne Jeffreys, Robert Sterling.

5 WALT'S WORKSHOP-Crafts
Walt Durbahn demonstrates.

7 PLAYHOUSE—Arlene Dahl
"Don't You Remember." A successful man returns to the village of his birth, where he finds his sweetheart as young as the day he left her, long ago. Philip Ober.

9 DILEMMA—Panel

DEBUT Paul Horvey moderates a discussian on social problems. Panel: Dr. Louis L. Mann of Mt. Sinai Temple, foremost leader of Reform Judaism; Dr. John Kane, head of the department of sociology at Notre Dame; Dr. Kenneth Hildebrand, minister of the Central Church of Chicago; and Dr. Beryl Orris, expert in the fields of Inter-personal Relatianships and Psychiatry.

8:00 2 PLAYHOUSE OF STARS

"Graundloap," with Alex Nical and Rondy Stuart. A restless ex-pilot in the Karean wor quarrels with his wife.

5 BIG STORY—Drama

Story af reporter Sidney M. Cavanaugh of the Binghamton (N.Y.) Press, who posed as an investar ta trop o poir af swindlers.

7 PAUL HARTMAN SHOW

In "Albie's Econamy Wave," he tries some clever psychalagy ta pramate a little thrift in his family. Fay Wray.

9 LIFE BEGINS AT 80—Quiz

Jack Barry emcees panel of aldsters, including: Fred Stein, Georgiano Carhort, Thomas Clark ond Alexandra Campbell. Faatlight Favorite: Jae E. Brown.

8:30 2 OUR MISS BROOKS

Mischievaus student Walter Dentan tells Principal Conklin he's wan a television set, and shauld pick it up at the lacol department stare. Eve Arden with Gale Gordon and Dick Crenna. (See our review an page 20.)

5 TV SOUNDSTAGE—Drama

"The Magnificent Lie." A discauraged yaung authar colls an his farmer English prafessor far advice. Kevin McCarthy, Kathleen McLean, Jock Livesey.

7 WHO'S THE BOSS—Quiz

Ponelists try ta deduce the identities af famaus personalities by quizzing their secretaries. Actar-producer Dick Kallmar, writer Sylvia Lyans, and travel editar Harace Suttan. Walter Kiernan is emcee.

9 WORLD IS YOURS—Travel

A trip ta Venezuela.

9:00 2 MY FRIEND IRMA

Benevolent Irma decides to furnish the sets for a play produced by her neighbar, so she borrows Mr. Clyde's office furniture far the purpase. Marie Wilson.

5 BOXING—New York

Nina Valdes vs. Jomes J. Parker, heavyweights, 10 rounds.

JIMMY POWERS' RATING

	Rated	W	L	D	KO's
Valdes	3rd	28	8	2	20
Parker	Not	26	4	2	21

This will be the big Cubon's most impartant New York shawing since he set back Ezzard Charles last August. Nina can punch ond take one, which is a mast importont requisite far o heavyweight contender. Against Parker, Valdes will face a gaod-looking Conadian who has been of the tough variety that Valdes has been called an ta face. Porker hos o fair left jab and a well-timed right to the head, and even though he hos scared mare knackouts in fewer bauts than the big Cuban, I daubt thot he can moke any dents on Valdes' chin.

7 DANGEROUS ASSIGNMENT

"Bodyguard Stary." Steve (Brian Donlevy) is bodyguard ta a girl wha witnessed a politicol assassinatian in Paris.

9 CHANCE OF A LIFETIME

Dennis Jomes emcees talent.

9:30 2 PERSON TO PERSON

Edward R. Murrow, at the New York studia, interviews David Sarnaff, president af NBC, at hame in New Yark, and Geargе Humphreys, Secretary of the Treasury, speoking fram Washingtan.

7 PLANNING YOUR HOME

Designer Paul McAllister and interior decorator Flalydia Etting.

9 DOWN YOU GO-Panel Quiz

Dr. Bergen Evans, Fron Coughlin, Robert Breen, Carmelita Pope, ond Tani Gilman. (Guests are invited. Write WGN-TV).

9:45 5 GREATEST FIGHTS—Film

Sugar Ray Rabinson vs. Racky Graziano, middleweights, at Chicago Stadium, April 16, 1952, far the title.

10:00 ② News—Fahey Flynn
⑤ Weather—Clint Youle
⑦ Courtesy Hour—Variety
Jim Moran emcees another barn dance brigade with top-notch entertainers in the "Old Red Barn." (Guests are invited. Write Guest Relations, WBKB.)
⑨ MOVIE-"Dangerous Years"
A courtroom drama concerning juvenile delinquency in a small town. Scotty Beckett.

10:10 ⑤ Dorsey Connors—Tips
"St. Patrick's Day Party."

10:15 ② Weather—Lee Phillip
⑤ News—Jack Angell
Events of interest in the news.

10:25 ② Art Mercier—Sports Tips
Discussion for sportsmen.

10:30 ② News—John Harrington
⑤ Sports—Norman Barry
Late scores and comments.

10:45 ② Irv Kupcinet—Comments
What goes on in Chicago.
⑤ Herbie Mintz—Musical
Melodies, old and new.

11:00 ② MOVIE—"Midnight"
Gloria Saunders and Herb Patterson.
⑤ Howard Miller—Music
Interviews, records, and chatter. *Sponsored by DeMet Pontiac.*
⑦ News—Ulmer Turner

11:05 ⑦ Weather—Chuck Bill
Temperatures and forecasts.

11:10 ⑦ Commercial

11:15 ⑦ Tom Duggan—Comments
Commentary on sports news.

11:30 ⑨ News—Les Nichols
Late weather predictions.

11:45 ⑨ Weather—Carl Greyson
Forecast for tomorrow.

11:50 ⑨ MOVIE-"Bashful Bachelor"
Lum and Abner acquire a race horse. *Sponsored by Foster TV.*

12:00 ② MOVIE—"Love In Exile"
Scheming foreign industrial leaders attempt to remove a Ruritanian king and replace him with a dictator.
⑦ MOVIE—"Son of Monte Cristo"—Joan Bennett, Louis Hayward.

TV Sports GUIDE

(For details, see daily program listings.)

FRIDAY, MARCH 12
9:00 5 Boxing—New York
9:45 5 Greatest Fights—Film

SATURDAY, MARCH 13
1:30 7 College Basketball
2:00 9 Pro Basketball
7:30 7 Greatest Sports Thrills.
8:00 7 Phillies Fights—Cincinnati
8:30 9 Wrestling—Marigold

MONDAY, MARCH 15
9:00 9 Boxing—Brooklyn

TUESDAY, MARCH 16
11:00 5 Bowling—From Chicago

WEDNESDAY, MARCH 17
9:00 2 Boxing—Chicago
9:00 7 Wrestling—From Rainbo

THURSDAY, MARCH 18
11:00 2 Wrestling—Film.

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MORNING

9:00 ❼ **MOVIE-'Outlaws Paradise'**
A G-man who resembles a gang leader poses as the bandit and takes over his mob. Tim McCoy stars.

❾ **MOVIE—"Raw Timber"**
A forest ranger is assigned the job of preventing lumber "gluttons" from overcutting. Tom Keene and Peggy Keys.

9:30 ❷ **True Picture**
First of a new series entitled "Animal Fair." Film on Eastern States Exposition.

9:30 ❺ **Industry On Parade—Film**
(1) The Northwestern Auto Parts Co. of Minneapolis, Minn. (2) American Microfilming Service of New Haven, Conn. (3) The Colorado Fuel and Iron Corp. of Puebla, Colo.

9:45 ❺ **What's Your Trouble?**
Dr. and Mrs. Norman Vincent Peale.

10:00 ❷ **Winky Dink And You**
The young viewers will draw some ears on a picture of Jack Barry's Uncle Frank, and will sketch a house which will suddenly contain a real rabbit.

❺ **Francois Pope—Recipes**
Whole baked stuffed whitefish a la Creole and French fried onion rings.

❼ **Space Patrol—Adventure**
"The Escape of Mr. Proteus." The diabolic Mr. Proteus continues to plague.

❾ **Junior Crossroads—Kids**
Subjects of interest about our world.

10:15 ❾ **Fun And Fashions—Tips**
Jane Kelly with hints from fashion world.

10:30 ❷ **Rocket Rangers-Adventure**
"The Strange Men of Leefri." Man-like creatures from the star system of Arcturus show a weird ability.

❼ **Adventures Of Blinkey**
Fun for the youngsters.

❾ **Space Cadet—Adventures**
"The Earthdigger." A 40-foot high tunneling machine causes a fatal cave-in under the moon's surface.

10:45 ❼ **MOVIE—"Nabongo"**
With a cargo of jewels and securities, an embezzler flies out of New York.

11:00 ❷ **Big Top—Circus Fun**
Ringmaster Jack Sterling presents: (1) The Hildalys, French aerialists. (2) Phil & Bannie Banta, perch act. (3) The Birk Twins, acrobats. (4) The Tuckers, trampoliners. Featured are Jae Basile and his band, clown Ed McMahan, and baton-twirler Barbara Cubberly.

❺ **Here's Looking At You**
Richard Willis with beauty hints.

❾ **Baby Of The Week-Contest**
Carmelita Pape emcees.

11:15 ❾ **King Calico—Puppets**
Puppet fun for the kiddies.

11:30 ❺ **MOVIE—"A Boy, A Girl, And A Dog"**—Two children enlist their dog in the army where it makes a tremendous record of heroism. Jerry Hunter.

❾ **1954 Chicago Automobile Show**—The 46th Chicago Automobile Show from the International Amphitheater presents 16 auto and truck exhibits. Harry Creighton, Howard Darsey, George Bauer, and Vince Lloyd describe the exhibits.

AFTERNOON

12:00 ❷ **Lone Ranger—Western**
John Hart and Jay Silverheels.

❼ **Quizdown—Educational**
Angel Casey is quizmistress.

12:30 ❷ **Ray Rayner Show—Variety**
Music, chatter and guests.

❼ **Saddle And Sage—Western**

1:00 ❺ **American Inventory**
"America's Faith," with Peggy Wood, William D. Nichols and Conrad Hilton.

1:30 ❷ **MOVIE—"What's Your Racket"**—A beautiful night club entertainer succeeds in robbing several safes.

❺ **Big Picture—Army Films**
Films of the Army in action.

❼ **College Basketball—Sport**

2:00 ❺ **Youth Wants To Know**
Teenagers discuss problems with guest Eugene Lyons, senior editor of *Reader's Digest*.

❾ **Pro Basketball**
Syracuse at New York.

2:30 ❷ Choose Your Career
Discussion on the field of technical science.

❺ Film Shorts

3:00 ❷ Adventure—Educational
Films ond discussion of the Belgion Congo. Guest: Dr. Harry Shapiro.

❺ Opera Theater
A new opera, "The Taming of the Shrew," by the Americon composer Vittorio Gionnini. The opera's libretto, written by the composer and Dorothy See, is bosed on the Shakespeore comedy with odditional moteriol from "Romeo and Juliet," ond the Sonnets. The opera wos first performed by the Cincinnati symphony in Jonuory, 1953, ond given a second performonce by on omoteur group in Chorlotte, N. C., in Dec., 1953.

Cost

Petruchio .....John Roitt
Kate .....Susan Yoger
Bianca .....Sonio Stollin
Hortensio .....Donold Gromm
Lucentio .....John Alexander
Botista .....Leon Lishner
Tronio .....Poul Ukena

3:30 ❷ Operation New Horizon
Lake Forest College.

❼ Sports—Tom Duggan

3:45 ❼ Adventures Of Capt. Hartz
Phillip Lord tells stories for kids.

4:00 ❷ What In The World
Guest is Dr. Matthew W. Stirling, anthropologist, Smithsonion Institute, Wosh.

❼ Ramar Of The Jungle
"Bride of the Idol." Nodjo is coptured by followers of the high priest.

❾ MOVIE—"They'll Never Surrender"—Synopsis unavailoble.

4:30 ❷ Youth Takes A Stand
Teenogers quiz o guest personolity.

❺ Nature Of Things—Science
"Bird Migration" will be discussed by Jomes A. Fowler, director of educotion, Academy of Notural Sciences, Philo.

❼ Cisco Kid—Western
Duncon Renoldo ond Leo Corrillo.

4:45 ❺ Hobby Time—Crafts
Tips for the hobby horse riders.

musical madness . . .

THE SPIKE JONES SHOW

every Saturday

★ 7:00 pm ★

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5:00 ② Adlai Stevenson—Speech

⑤ Mr. Wizard—Science

"Sounds that Make Sense" are demonstrated by Don Herbert.

⑦ Superman—Adventure

"Around the World." George Reeves.

⑨ MOVIE—"Billy The Kid Wanted"—Billy and his pal rescue Fuzzy from jail. Buster Crabbe.

5:30 ② Film Shorts

⑤ Jet Pilot—Air Instruction

Lt. Comdr. Bob Horder, Jerry Garvey, and George Cisar.

⑦ Smilin' Ed's Gang

Ed narrates "The Little One."

5:45 ② Weekly News Roundup

EVENING

6:00 ② Town And Country Song Parade—Musical

Bill Bailey, Mary Jane Johnson, Elaine Rogers and the Meadowlarks.

⑤ Hollywood Showcase—Film

"The Son-in-Law." Peter Lawford and Bonita Granville star in a comedy centered around mistaken identity.

⑦ On Your Way—Contest

Kathy Godfrey and John Reed King. (Is Kathy Arthur's rival? Our next issue tells you about her career.)

⑨ MOVIE—"The Pioneers"

A Utah sheriff risks his life in an attempt to clear a friend. Glenn Ford.

6:30 ② Beat The Clock—Games

Emcee Bud Collyer with Roxanne.

⑤ Ethel And Albert—Comedy

Peg Lynch and Alan Bunce.

⑦ Leave It To The Girls

Vivienne Segal and Lisa Ferraday are guest panelists. Dr. Houston Peterson, Prof. of Philosophy at Rutgers, speaks for the men.

7:00 ② JACKIE GLEASON SHOW

Audrey Meadows and Art Carney.

⑤ SPIKE JONES SHOW-Variety

Spike and his merry troupe. (Our sane reviewer reviews madman Jones in next week's TV GUIDE.)

⑦ BIG PICTURE—Films

Films of the Army in action.

⑨ MOVIE—"Scattergood Baines"—Scattergood outwits chiselers.

7:30 ⑤ AMATEUR HOUR—Talent

Ted Mack emcees variety.

⑦ GREATEST SPORTS THRILLS

Pro basketball: Rochester Royals vs. Indianapolis Olympians. Silver Skates championships. Boxing: Julie Keene vs. Artie Towne. Hockey: NY Rangers vs. Chicago Black Hawks. College basketball: Seton Hall vs. Western Kentucky. Fight: Ernie Durando vs. Rocky Castellani. The fight between Castellani's manager and the referee will also be shown.

8:00 ② TWO FOR THE MONEY

Hoosier humorist Herb Shriner emcees.

⑤ SHOW OF SHOWS—Variety

Sid Caesar and Imogene Coca with Carl Reiner, Howard Morris, the Billy Williams Quartet, Keith Textor, Sylvia Michaels and special guests, the Chandra Kaly Dancers.

⑦ PHILLIES FIGHTS—Boxing

Joe Miceli vs. Johnny Lombardo, welterweights, 10 rounds, from Cincinnati.

JIMMY POWERS' RATING

	Rated	W	L	D	KO's
Miceli	15th	40	15	4	21
Lombardo	Not	31	9	1	14

Miceli has an uppercut which is most baffling. He shoots it from the left side, catching all his opposition unawares. It carries TNT too. Against Lombardo he will face a tough club fighter. But Miceli's winning streak will remain intact.

⑨ THEATER DATE—Drama

"Dynamite Ranch."

8:30 ② MY FAVORITE HUSBAND

Liz becomes skeptical of George's prescription for relaxing. Joan Caulfield.

⑨ WRESTLING—Marigold

Main event: Pedros Escebar vs. Argentina Rocca.

Jim Walmsley vs. Mitch Lassen.

George Drake vs. Harry Lewis.

Bob Demarce vs. Benito Gardini.

Billy Goelz vs. Rocky Columbo.

Carlos Freeman vs. Hans Herman.

Mighty Atlas vs. Ludwig Mann.

8:45 ⑦ SPORTS—Tom Duggan
Comments and information.

9:00 ② MEDALLION THEATER
"Flight to Fame." It's the eve of the Broadway opening when the star falls ill, and the understudy is in Seattle.

9:05 ⑦ NEWS—Ulmer Turner

9:20 ⑦ FOCAL POINT—Film Shorts
A feature of interest.

9:30 ② THE HITCHING POST
Advice and information on marriage.

⑤ YOUR HIT PARADE—Music
The nation's top tunes of the week are presented by Dorothy Collins, Snooky Lanson, Raymond Scott's Orchestra, and Gisele MacKenzie. Extras: "It's a Great Day for the Irish," "The Girl Friend."

⑦ WHAT'S YOUR QUESTION?
Art Youngquist discusses answers.

10:00 ② MOVIE—"Gladiator"
A college aspirant is forced out of a children's hospital. Joe E. Brown.

⑤ Inner Sanctum—Mystery
"Lost In The Dark." A wealthy man, who is losing both his sight and his wife, finds that his money can buy neither.

⑦ MOVIE—Title Not Available

10:30 ⑤ Man Against Crime
Ralph Bellamy as Mike Barnett.

11:00 ⑤ MOVIE—Title Not Available

⑨ MOVIE—"Backlash"
Six suspects of a supposed murder are questioned by a police lieutenant while a jealous husband plots revenge.

11:30 ② China Smith—Adventure
"The Devil In The Godown." Dan Duryea as China Smith finds himself involved in murder and a series of warehouse fires.

⑦ MOVIE—Title Not Available
(Cut to ½ hour.)

12:00 ② MOVIE—"Thanks For Listening"—A female gang leader is influential in involving an innocent man in Reno's underworld. Pinky Tomlin.

12:15 ⑦ MOVIE—'Men on her Mind'
An ambitious singer refuses to let love and marriage interfere with her career.

12:30 ⑤ Faces In The Window
Ken Nordine narrates a tale of intrigue.

Saturday 9:30 pm

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SUNDAY

MORNING

8:30 ❼ **Church In The Home**

8:45 ❾ **Religious Film**
Father Keller of the Christophers.

9:00 ❷ **Lamp Unto My Feet**
Religiaus discussions and playlets.

❾ **MOVIE—"Grand Canyon"**
When a Hollywoad campony goes an location to the Grand Canyon, the star has an occident and a lacol cowbay is persuoded to take his place. Richard Arlen and Mary Beth Hughes.

9:15 ❺ **Bible Time—Stories**
Marcella Hein tells "Joseph Makes Himself Known."

9:30 ❷ **Look Up and Live**
Religious series.

❺ **The Pulpit—Religious Talk**
The Mast Rev. Thomas A. Meehon, editor of *The New World*, Cothalic publicotion, will speak on "Gad, the World and 1954."

❼ **Flight Plan**
Civil aeranautics program.

9:45 ❺ **Religious Film**
Father Keller of the Christophers.

10:00 ❷ **This Way Up—Bible Quiz**
Mal Galliart is moderotor.

❺ **Live And Learn—Discussion**
Guest: Bernord M. Loomer, associate professor of religion ot the University of Chicago speaks on "Evolution."

❼ **MOVIE—"T-Men"**
Law enforcement agents af the Treasury Department breok up a ring of counterfeiters. Dennis O'Keefe and Mory Meade.

❾ **MOVIE—"Return Of Wildfire"**—A cowboy prevents swindling by a dishonest horse trader. Richard Arlen ond Potricia Morison.

10:30 ❷ **MOVIE—"Fighting Gentlemen"**—Starring William Callier, Jr.

❺ **Sunday Funnies**
Uncle Ned Lacke reads the comics.

11:00 ❺ **MOVIE—"Old Mother Riley, Detective"**—Arthur Lucan and Kitty McShone.

11:25 ❼ **Professor Pet—Animals**
Advice and informatian for pet owners.

11:30 ❷ **Contest Carnival—Kids**
Gene Crone emcees, with Kernel the Clown, Phil Sheridan, Corny the Clawn, Harry Levon, ond Joan Coole.

❼ **Faith For Today—Religious**
Pastar Fagal is osked: "Why does God allow my yaung sister ta remain a polia cripple?"

❾ **Dick Tracy—Mystery**
Ralph Byrd os Tracy, in "The Teen Mob."

AFTERNOON

12:00 ❷ **News—Frank Reynolds**
Events oround the warld.

❼ **Johnny Jupiter—Puppets**
"Gold Machine."

❾ **MOVIE—"Covered Wagon Days"**—Three mesquiteers upset a silver-smuggling scheme ond vindicote the brother of ane of the trio. Robert Livingston, Roy Hatton, Duncan Renaldo.

12:15 ❷ **Your Future Home—Ideas**
Jack Collaghon comments.

❺ **Film Short**

12:30 ❷ **TV Garden Club**
"Seeding and Feeding of Lawns and Trees," is discussed by Geargе Menard, James Burdett, and guest, Ben Warren, expert an Merion blue gross.

❺ **Frontiers Of Faith-Religious**
"Dr. Hudson's Secret Jaurnol," starring Leif Ericksan and Aline MocMohon. Dramatization of Lloyd C. Douglas' novel obout a physician's uncelebrated goad deeds.

❼ **Amateur Hour—Talent**
Bob Murphy emcees. (Guests are invited to the Civic Opera Theater. Tickets unnecessory.)

1:00 ❷ **Theater—Film Dramas**
(1) "Return Ta Vienna." An oging Prima Donna returns to Vienno to regain her youth. Ruth Worrick and Cameron Mitchell. (2) "One Strange Day." An antique collector receives o Jopanese buddah vose which couses violent reactions. Bonito Gronville ond Steve Brodie.

❺ **John Ott—Gardening**
"Plonting ond Care of Evergreens."

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9 MOVIE—"Crashing Through"—A brother and sister attempt to hijack a gold shipment that has been stolen from them. James Newill and Jean Carmen.

1:30 5 American Forum—Debate
Today's interviewee is Oveta Culp Hobby, Sec. of Health, Education, Welfare.

7 Wild Bill Hickok—Western
"Jingles, Baby Sitter." A scheme to take hard earned land from peaceful settlers is upset by Wild Bill.

2:00 2 Farmtown U.S.A.—Menard
George Menard with guest, Clarence Beu, discuss "Raising Geese."

5 City Desk—Discussion
Panel discussion of Chicago's city problems. William Ray is moderator.

7 Annie Oakley—Film
"Desert Adventure." Annie (Gail Davis) comes to the aid of a convict implicated in the robbery of a gold ore shipment.

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2:30 SUNDAYS WBKB (7)
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9 MOVIE—"Miss Mink"
A comedy revolving about a mink coat that is won in a radio contest. Jimmy Lydon and Lois Callier.

2:30 2 Man Of The Week
Guest: Walter Reuther, CIO president.

5 Kukla, Fran, And Ollie
Fun and frolic with the Kuklapolitans, Fran Allisan, and Burr Tillstram.

7 Hank McCune—Comedy
Comedy situations with Hank and Hanley Stafford. Sponsored by Bowman Dairy Co.

3:00 2 Juvenile Jury—Panel
Jack Barry emcees panel of mappets.

5 Excursion—Educational
U. S. Treasurer Ivy Baker Priest is a guest. Burgess Meredith goes along on a tour of the U. S. Bureau of Printing and engraving, where some of our money is printed.

7 Captain Midnight
"Son of Zarro," part 6.

9 MOVIE—"Roses Are Red"
A murder drama involving an honest district attorney who resembles a certain criminal. Peggy Knudsen and Dan Castle.

3:30 2 Gene Autry Time—Drama
Western adventure story.

5 Zoo Parade-About Animals
R. Marlin Perkins and Jim Hurlbut show how the headdresses of the animal world are often superior to man's best creations.

7 Bob Atcher Show—Family
Western variety show with host Bob Atcher and Capt. Stubby's Buccaneers.

4:00 2 Omnibus—Potpourri
An adaptation of Hemingway's "The Gambler, the Nun and the Radio." In a hospital a nun takes pity on one of her patients, a Mexican gambler who has been shot, and decides he shall have some visitors. Stars Geraldine Fitzgerald, Harry Townes, Albert Salmi, and George Mitchell. Hermione Gingold, British comedienne, does three short sketches, two of them with Cyril Ritchard. "Shoot the Net," film about the herring-fishing industry in the North Sea.

5 Hall Of Fame—Drama
"The Road to Tara." Dramatization of the life of St. Patrick. Christian Patricius escapes from slavery in pagan Eire and returns later to bring Ireland true faith. Patrick O'Neal, Philip Tange.

7 Super Circus—3 Ring Thrills
Claude Kirchner presents: (1) Joe Hadgini with his canine review. (2) The Super Duper Super Circus Seal. (3) Mary Hartline with the Super Circus band. (4) Fred Canistrelli, juggling and balancing. (5) Patine and Rasa, comedy acrobats. (6) The Clawns in "Prisan Break." (7) Betty Pasca in a high aerial act.

9 MOVIE-'Three On A Ticket'
A tarn baggage check leads ta a dangerous blande and a supposedly dead man. Hugh Beaumant and Cheryl Walker.

5:00 5 Meet The Press—Discussion
Guest: T. Coleman Andrews, Commissianer af Internal Revenue.

7 Cisco Kid—Western Film
Duncan Renaldo and Leo Carrillo.

9 MOVIE—"Varieties On Parade"—Vaudeville shaw depicting entertainment thraughaut the warld. Jackie Coagan and Eddie Garr. (Cut ta ½ haur.)

5:30 2 You Are There—Drama
"The Rescue af the Statue af Liberty," on April 1, 1878. The completian af the statue appears doomed when political appasition and lack af funds plague sculptar Frederick Barthaldi.

5 Roy Rogers Show—Drama
A farged signature an a deed places an ald rancher in danger af lasing mast af his land, and Ray investigates.

7 George Jessel—Variety
The Taastmaster General celebrates St. Patrick's Days of three different years, 1894, 1925, and 1954, with his guests Phil Regan, "The Singing Cop," and dancers Peggy Ryan and Ray McDanald. 1894: Jessel as an alderman, Regan as Jimmy Walker, Jessel as Geargе M. Cahan. 1954: all play themselves.

9 What's The Answer?—Quiz
Quiz-master Mal Bellairs.

EVENING

6:00 2 Life With Father—Comedy
Lean Ames and Lurene Tuttle. (Meticulaus care is given this shaw. See page 8.)

5 Paul Winchell—Comedy
Jerry Mahaney seems ta have fargatten Paul Winchell's birthday. Janet Blair, musical comedy star, is guest. (Dancer Mary Ellen Terry shaws her St. Patrick's Day spirit an page 12.)

7 You Asked For It—Requests
Art Baker presents (1) Ralph McCutchean's academy for horses. (2) Aubry and the "vanishing princess" trick. (3) Axe-thrawer Archie Labdel splits an apple an his daughter's head. (4) June Janes, comedy diver. (5) Geargе Prentice takes the viewer behind the scenes of a puppet shaw.

9 MOVIE-'Buffalo Stampede'
Battle between legitimate dealers in buffalo hide and a gang of thieves. Randalph Scott and Judith Allen. *Sponsared by Bankers Life & Casualty Co.*

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SUNDAY 6:00 P.M. CHANNEL 9
BUFFALO STAMPEDE
Starring Randalph Scott, Judith Allen and Buster Crabbe. Buffalo hunters of the old west battle with a gang of hijackers who are trying to rob them of a season's kill.
THE WHITE CROSS THEATRE
Sponsared by
BANKERS LIFE & CASUALTY CO.

6:30 ② Private Secretary—Comedy
Susie turns sleuth when Tommy the messenger is accused of stealing. Ann Sathern.

⑤ Mr. Peepers—Comedy
Mrs. Gurney gives a baby shawer far Marge Weskit. Mr. Peepers helps out. Wally Cox and Marion Lorne.

⑦ Paul Whiteman's TV Teen Club—Musical Variety
Judges this week will include Frank McNamee, Fire Cammissianer of Philadelphia, and, on the audio but nat the video, George Hicks, ABC announcer, and Martha Scott, star af Braadway's "The Remarkable Mr. Pennypacker."

7:00 ② TOAST OF THE TOWN
Ed Sullivan presents pianist-camedian Victor Barge, Leslie Caran in a scene from "Lili," Montgomery Clift, star of "From Here to Eternity," dancer Hal Le Roy, Darothy Hayden's Irish Steppers, singer Julius La Rosa, Gaadsmith Brathers dog act, and dancer Peg Leg Bates.

⑤ COMEDY HOUR—Variety
Star Jimmy Durante welcomes guests Eddie Cantor, Robert Mantgamery and Patrice Munsel. Montgamery narrates the history of Jimmy's theme sang "Inka Dinka Doo," and Patrice gives the song an operatic treatment. Eddie Jacksan also appears.

⑦ THE MASK—Drama
"65 Pacific Street." Peter Guilfoyle walks in on murder and an immigration racket in the tawn's little Serbia. Gary Merrill and William Prince with Kathleen Maguire, Peg Hillias, Don Dubbins, Daryl Grimes, and Paul Andor.

⑨ SPOTLIGHT ON CHICAGO
Talks on what's gaing an in Chicaga.

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7:30 ⑨ FAITH OF OUR FATHERS
Religiaus service. (Guests are invited to WGN-TV studio. No tickets necessary.)

8:00 ② ELECTRIC THEATER—Drama
"That Other Sunlight," with David Brian, Martha Vickers, and Sheila James. A child's face helps ta restare a disabled veteran's self-confidence.

⑤ TV PLAYHOUSE—Drama
"The Inward Eye." Semi-dacumentary abaut a blind girl's training with a dag at the seeing eye schaol at Marristown, New Jersey.

Cast

A girl ..... Phyllis Kirk
Her Husband ..... Phil Abbatt
Mr. Frank ..... Steve Hill
Debataz ..... David White

⑦ WALTER WINCHELL—News

⑨ ROCKY KING-Roscoe Karns
A widaw who has been halding seances dies af paisan.

8:15 ⑦ POLITICAL SPEECH
Talk by Park Livingston.

8:30 ② MAN BEHIND THE BADGE
"The Philadelphia Story Na. 2." A fugitive fram a Virginia prisan baasts he knaws all the answers. Story dramatizes the wark af Inspectar James Ryan, head af the Quaker City's "Little Mab" squad.

⑦ THE PETER POTTER SHOW
Talent-variety entertainment.

⑨ PLAINCLOTHESMAN-Drama
A man's bady is faund in a trunk in a warehouse. Ken Lynch and Jack Orrisan.

9:00 ② THE WEB—Drama
"A Piece of Gray Clath." A yaung paralee is unjustly canvicted af killing sameane in an auta accident.

⑤ LORETTA YOUNG—Drama
"The Caunt af Ten." Eddie Albert castars with Laretta. A yaung wife lies in a hospital, daamed by her lass af the will ta live. Her prizefighter husband risks everything ta save her.

⑦ BREAK THE BANK—Quiz
Bert Parks is emcee.

9 DOLLAR A SECOND—Quiz
Jon Murroy emcees quiz gome.

9:30 2 WHAT'S MY LINE?—Quiz
Moderator John Daly with Arlene Francis, Steve Allen, Dorothy Kilgallen, and Bennett Cerf.

5 VICTORY AT SEA—Docu.
"Suicide for Glory," conquest of Okinawa. Films show Kamikoze, Japanese suicide planes, causing havoc among ollied noval forces.

7 BIG PICTURE—Film
Films of our Army in action.

9 MAN AGAINST CRIME
"Rigged For Murder." Mike Barnett (Ralph Bellomy) witnesses an accident ond discovers it was more than met the eye.

9:45 7 FILM SHORT

10:00 2 MOVIE—Title Not Available

5 Weather—Clint Youle
A look ot the chorts.

7 Death Valley Days—Drama
"Snowshoe Thompson." Heroic John Thompson carries the U.S. moil.

9 MOVIE—"Ideal Husband"
(1st showing) Poulette Goddard stors as o mysterious and exciting woman who enters o reception ot which all of London's society is present.

10:10 5 Dorsey Connors—Tips
"Green Thumb Game."

10:15 5 News—Alex Dreier

10:30 5 Sports—Norm Barry

7 MOVIE—"Gentlemen After Dark"—A suove gem thief tries to give his child a decent future. Brion Donlevy.

11:00 5 MOVIE-'Voice In The Wind'
A Czech concert pianist is banished to a concentration comp for playing a composition forbidden by Nazi ogents. Francis Lederer and Sigrid Gurie.

11:15 2 News Roundup

11:30 2 MOVIE—"Heart Punch"
Starring Lloyd Hughes, Marion Schilling.

9 News—Les Nichols
Roundup of late news hoppenings.

11:45 9 Weather—Carl Greyson

12:00 7 MOVIE—"Intrigue In Paris"
Stars Lois Lone ond Noel Modison.

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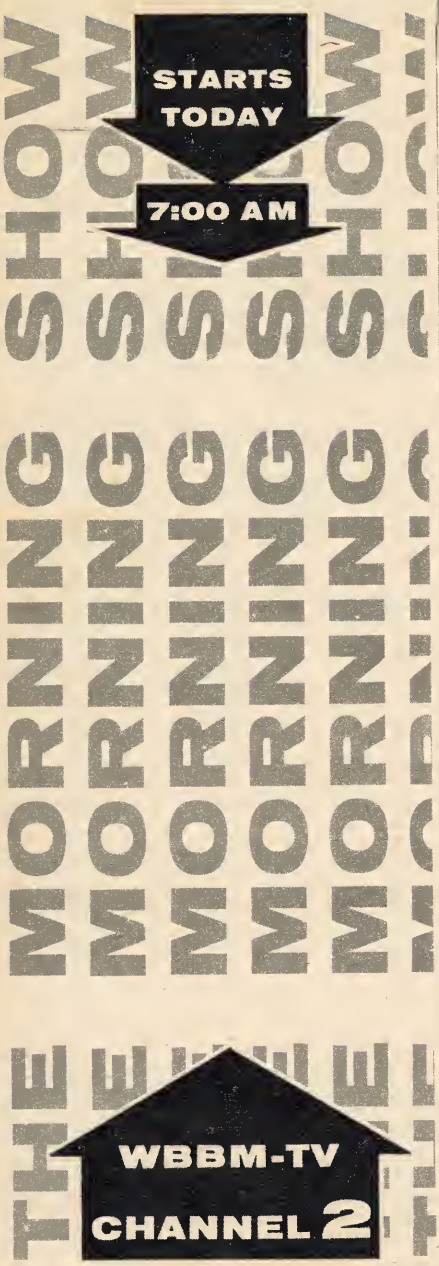

MONDAY

MORNING

6:45 ⑤ **Everett Mitchell—Talks**
Early morning discussion for farmers.

7:00 ② **The Morning Show-Variety**
DEBUT Walter Cronkite brings viewers the latest news, weather reports, popular music, interviews, fashion news, and scientific information. Charles Collingwood handles world-wide news reports. Diversion provided by the Bil and Cora Baird Marionettes. (Local news with Frank Reynolds at 7:25 and 7:55 A.M.)

⑤ **Today—News, Interviews**
Al Capp is on hand. Duncan Emrich, Library of Congress authority on folklore, will discuss his book, "The History of Cattle Branding." (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.)

⑦ **Chicago Parade—Variety**
Tommy Riggs, Betty Lou, morning variety.

8:00 ② **Ray Rayner—Comments**
Weather, music and news. (Five minutes of local news with John Horrington, at 8:25 A. M.)

⑦ **Breakfast Club-Don McNeill**
Fun with Don, Fran Allison, and the gang.

8:45 ⑨ **News—Bruce McFarland**

8:55 ② **News—Jim Conway**

9:00 ② **Godfrey And Friends**
Fun with all the "little Godfreys."

⑤ **Ding Dong School—Kids**
Nursery with Dr. Frances Horwich.

⑦ **News—Ulmer Turner**

⑨ **Paul Fogarty—Exercises**
"An Ear Dropper."

9:05 ⑦ **Beulah Karney Presents**
'Tis the day of the Irish and the wearin' of the green.

9:30 ⑤ **One Man's Family—Serial**
Story of the Barbour family.

⑨ **Time For Stories**
Tina Redmond reads to youngsters.

9:40 ⑦ **Ed Allen—Exercises**
Finish your day refreshed.

9:45 ⑤ **Three Steps To Heaven**
Drama of a small-town girl in New York.

9:55 ⑦ **Weather—Wayne Griffin**

10:00 ❺ **Home—For Women**
Poppy Cannon glamorizes leftover foods, Eve Hunter demonstrates faot exercises, Sydney Smith displays lights in decoratian, and Estelle Parsons says "Know your auto." Arlene Francis, editar-in-chief.

❼ **Play House—Kiddies**
Angel Casey with games and staries.

❾ **A To Z Of Cookery—Tips**
"March Winds—Easy Meal."

10:30 ❷ **Strike It Rich—Quiz**
Warren Hull emcees "quiz with a heart."

❼ **Pied Piper Show—Kids**
Art Hern narrates stories.

10:55 ❾ **News—Steve Fentress**

11:00 ❷ **Valiant Lady—Serial**
Nancy Coleman in the title role.

❺ **Bride and Groom-Wedding**
Joan Ann Raller of Phila., Pa., weds Jesse Hamiltan Glisson, Jr., of Upper Darby, Pa.

❼ **Danny O'Neil Show**
Danny, Chet Roble, Nancy Wright.

❾ **Ernie Simon—Four To Go**
Quiz contest. (Guests are invited. Write WGN-TV for tickets.)

11:15 ❷ **Love Of Life—Serial**
Kevin receives a worried call.

❺ **Hawkins Falls—Serial**
Life in a small tawn.

11:30 ❷ **Search For Tomorrow**
Walsh calls on Hazel and is skeptical of her amnesia story.

❺ **Betty White Show**
Music by Frank De Vol and his archestra.

❾ **Earl Nightingale—Chats**
Talks an subjects af everyday interest.

11:45 ❷ **Guiding Light—Serial**
Peggy rejects Dr. Kelly's apalogies.

11:55 ❼ **News—Ulmer Turner**

AFTERNOON

12:00 ❷ **Brighter Day—Serial**
Stary af a Minister and his parish

❺ **Noontime Comics**
Johnny Coons entertains the kiddies.

❼ **Happy Pirates—Variety**
Two-Tan Baker with Art Hern.

❾ **Hi Ladies—Interviews**
Mike Douglas emcees.

for

"PETTICOAT PARTY"

laughs . . . prizes . . . work-savers
with emcee FRAZIER THOMAS
songs by BARBARA SIMS
and JACK FULTON

NOW **3:30 to 4:00 P. M.**
Monday thru Friday

from the GARRICK THEATRE

Come downtown . . . join the "live" audience!
See an actual telecast of "PETTICOAT PARTY"

Sponsored by Commonwealth Edison Company

channel 2 WBBM-TV
Chicago's **Showmanship** Television Station

12:15 ② Luncheon With Billy
Variety with Billy Leach.

12:25 ② Lee Phillip Show—Tips
Conversatian far the ladies.

12:30 ② Garry Moore—Variety
Garry and Durward give their idea of double solitaire. Helen Carroll and the Bays sing "Bye Bye Blackbird," and Denise Lor offers "Old Shoes and a Bag of Rice." Ken Carson is on vacation.

⑤ Bob And Kay—Chatter
Interviews, music and guests.

12:45 ⑨ Dr. Preston Bradley—Talk
Philosophy and ideas.

12:55 ⑦ News—Ulmer Turner

⑨ News—Steve Fentress

1:00 ② Double Or Nothing—Quiz
Bert Parks emcees quiz game.

⑤ Francois Pope—Recipes
Chicken in the pot with vegetables, matzath meal dumplings.

⑦ Ruth Crowley—Baby Care
Tips on child care.

⑨ Watch To Win—Quiz
Don Gordan and the Starnoters.

1:15 ⑦ The Doctor's Answer—Talk
Elizabeth Hart conducts discussion, with Drs. W. W. Bauer and William Bolton.

1:30 ② Linkletter's Houseparty
Games, interviews, and music.

⑦ Swingalong—Musical
Shirley Scott and the Modulators.

⑨ Cameracade—Film
"Autumn Holiday."

2:00 ② Big Payoff—Quiz
Randy Merriman and Bess Myerson.

⑤ Kate Smith—Variety
Kate presents singer Snooky Lanson, The Three Suns, dancers Hoctar & Byrd, "Cracker Barrel" interview.

⑦ Claude Kirchner—Variety
Claude emcees variety shaw.

⑨ Paul Dixon Show—Music
Musical pantomimes.

2:30 ② Bob Crosby—Musical
Tunes: "Hold Me," "Gee," "Young At Heart," "Crystal Ball," "Lavin' Spree."

⑦ Stuart Brent—Discussion
Discussion for women.

2:45 ⑦ News—Austin Kiplinger

3:00 ② Woman With A Past-Serial
Constance Ford, Mary Sinclair.

⑤ Welcome Travelers
Tommy Bartlett interviews.

⑦ Jerry Lester Show—Variety
Afternoon fun for the ladies.

⑨ Commercial—Film

3:05 ⑨ Movie Quick Quiz—Game
Dick "Two-Ton" Baker emcees.

3:15 ② Secret Storm—Serial
Peter Hobbs, Jean Mowry, Dick Trask.

3:30 ② Petticoat Party—Games
Frazer Thomas emcees the fun. (Guests are invited. Tickets unnecessary.)

⑤ On Your Account
Interviews with Win Elliot.

⑨ Index: Information

3:55 ⑦ Program Not Available

4:00 ② Shopping With Miss Lee
Lee Phillip with buying hints.

⑤ Pinky Lee-Comedy, Games
Camedy, games, and music.

Scotland's Prince of Whiskies

CHIVAS REGAL

12 YEAR OLD SCOTCH WHISKY
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CHIVAS BROTHERS IMPORT CORP. • NEW YORK, N. Y.

7 News—Ulmer Turner
9 MOVIE—"Painted Trail"
Starring Tom Keene and Eleanar Stewart.
4:05 7 MOVIE—"Minstrel Man"
Roscoe Karns and Gladys George.
4:15 2 MOVIE—"Racing Luck"
A brother and sister inherit two race horses. Gloria Henry, Stanley Clements. (Cut to 45 minutes.)
4:30 5 Howdy Doody—Puppets
Bob Smith with Clarabelle Clawn.
4:55 9 News—Les Nichols
5:00 2 Garfield Goose and Friend
"King" Garfield and Frazer Thomas.
5 Elmer, The Elephant—Kids
John Conrad, Elmer, and Elmira.
7 Jolly Seven Gang—Kids
Joe Kelly with movies and cartoons.
9 Bob Atcher Show—Kids
5:30 2 Gene Autry Time—Film
Western adventure stary.
5 Close-Up—Musical
Haward Miller, June Valli and the Art Van Damme Quintet.
7 Nick Francis—Films
Fun far the yaungsters.
9 News—Leslie Monypenny
5:45 7 Bob And Ray—Satires
Bob Elliot and Ray Goulding.
9 Curbstone Cut Up-Chats
Ernie Simon conducts interviews.

EVENING

6:00 2 Sports—Bob Elson
5 Weather—Clint Youle
Taday's weather report.
7 News—Austin Kiplinger
9 Captain Video—Adventures
"The Man From Tomorrow."
6:05 5 News—Jack Angell
7 Sports—Jack Drees
6:10 5 Sports—Joe Wilson
Comments and sports news.
7 Weather—Wayne Griffin
6:15 2 News—Julian Bentley
5 Dorsey Connors—Travel
Dominican Republic.
7 News—John Daly
9 Number Please-Quiz Game
Jack Brickhause emcees the game.

now every weeknight

• 6:05 pm •

JACK ANGELL

and the news

A hard-hitting newsman who knows the facts and presents them with accuracy and detail.

Monday thru Friday

• 6:05 pm •

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WNBQ channel 5

NBC TELEVISION

6:20 ⑤ Alex Dreier—Features
"Man On the Go," with news.

6:25 ⑤ Tony Weitzel—Comments
Gossip and interviews.

6:30 ② News—Douglas Edwards

⑤ Arthur Murray Party
Music and dancing with Kathryn Murray.

⑦ Jamie—Drama
"Laurie Goes on a Diet." To please her boy friend, Aunt Laurie decides to make herself a little slimmer. Brandon de Wilde. (Polly Rowles, who plays Aunt Laurie, comes in far a TV GUIDE once-over next week.)

⑨ News—Spencer Allen

6:45 ② Perry Como Show—Music
Tunes: "Look Out the Window," "Secret Love," "Till Then," "Wanted."

⑤ News—John C. Swayze

⑨ Chicagoland Newsreel

7:00 ② BURNS & ALLEN—Comedy
George is just a frustrated athlete when Gracie plays hostess to a basketball team.

MONDAYS 8:30 P.M.

The
SPORTSMANS CLUB

Hunting and fishing thrills galore. Don't miss tonight's exciting show.

Sponsored by Rislone and Karbout

WGN-TV
CHANNEL 9

⑤ NAME THAT TUNE—Quiz
Red Benson and Vicki Mills.

⑦ SKY KING THEATER
Kirby Grant as the cowboy.

⑨ TWENTY QUESTIONS—Quiz
Moderator Jay Jackson with panel: Fred Van Deventer, Florence Rinard, Herb Polesie. Bobby McGuire, the original teen-age panelist, returns as a replacement for Dickie Harrison.

7:30 ② TALENT SCOUTS—Variety
Arthur Godfrey emcees professional talent.

⑤ CONCERT—H. Barlow
Soloist, tenar Eugene Conley.

PROGRAM

"It's a Great Day For the Irish"....Conley
"Believe Me if All Those Endearing Young Charms" .....Conley
"The Song Is You" .....Kern
"Berceuse" from "Jocelyn" .....Godard
"Neapolitan Love Sang" .....Herbert
"Wearing Of the Green" .....traditional
"Andalusia" .....Lecuona
"St. Patrick's Day In the Morning" ..... traditianal
"Voices of Spring" .....Strauss
"Dance Of the Archers" from "Prince Igor" .....Boradin

⑦ DR. I.Q.—Quiz
James McClain as Dr. I. Q.

⑨ MOVIE—"Williamsburg Restored"—(Cut to ½ hr.) The historical research and archaelogical and architectural studies necessary for the authentic restaration of Williamsburg.

8:00 ② I LOVE LUCY—Comedy
"Ricky's Hawaiian Trip." Lucy discovers she's not included in Ricky's plans for a one night stand in Hawaii.

⑤ DENNIS DAY—Comedy
While grandfather Day (played by Dennis) is telling stories of leprechauns, a real one appears. Bill Barty.

⑦ MOVIE—Title Not Available

⑨ REPORT FROM CHICAGO
Meeting of Ill. Masonic Hospital Ass'n.

8:30 ② RED BUTTONS—Comedy
Red takes an Italian actress to the school prom. Also, another episode in the career af that foxy baxer, Rocky Buttons.

5 ROBERT MONTGOMERY

"The Quality af Mercy." Angry patrans call far the police when the baby of a young couple cries during a movie.

Cast

Sister Ursula.....Lillian Gish
Vincents.....Maria Alcalde
Halden.....James Gregory
Juana.....Betty Bendyck

9 SPORTSMAN'S CLUB—Talk

"Tarpon on Light Tackle" and "Advanced Field Dog Training."

9:00 2 STUDIO ONE—Drama

"Thunder an Sycamare Street," by Reginald Rose, author of "Incident at Carsan Carners." Neighbors attempt ta run a respected citizen out of town when they learn that he is a former convict.

Cast

Joe.....Kenneth Utt
Anna.....Charlatte Pearson
Frank.....Whitfield Connor
Clarice.....Nell O'Day

7 DREW PEARSON—News

Guest: William O'Dwyer.

9 BOXING—Brooklyn

Nate Brooks vs. Henry "Pappy" Gault, bantamweights, 10 raunds. Chris Schenkel announces.

JIMMY POWERS' RATING:

	Rated	W	L	D	KO's
Brooks	Champ	8	1	0	4
Gault	nat	43	9	1	18

This is an over-the-weight match. Gault is far more experienced than Nate, but he doesn't have the TNT, most necessary in these light-class divisions. I pick Brooks.

9:15 7 FOCAL POINT—Film Shorts

9:30 5 TV PLAYHOUSE-Film Drama

"The Point of Honor."

7 RACKET SQUAD—Drama

"Romance Racket," story about the lonely hearts racket. Reed Hadley.

9:45 9 SPORTS—Arch Ward

10:00 2 News—Fahey Flynn
5 Weather—Clint Youle
7 City Assignment—Film

"Crime and Punishment."

9 MOVIE—"The Young Widow"—A young newspaperwoman tries to cherish her husband's memory.

10:10 5 Dorsey Connors—Ideas

Dorsey talks about paperweights.

10:15 2 Weather—Lee Phillip
5 News—Jack Angell

National and international news.

10:25 2 Art Mercier—Sports Tips

Information for sportsmen.

10:30 2 News—John Harrington
5 Sports—Norman Barry
7 Big Picture—Film

U.S. Army in action.

10:45 2 Irv Kupcinet—Comments

Gossip and interviews.

5 Herbie Mintz—Musical

Melodies, old and new.

11:00 2 MOVIE—"Frankie And Johnnie"—A lovely cafe singer marries a gambler. Story taken from the famous ballad. Chester Morris, Helen Morgan.

5 Chicago Crossroads

Interviews with Dorothy & Tony Weitzel.

7 News—Ulmer Turner

11:05 7 Weather—Chuck Bill

11:10 7 Commercial

11:15 7 Burr And Fran—Chats

Burr Tillstrom and Fran Allison.

11:30 9 News—Les Nichols

11:45 9 Weather—Carl Greyson

12:00 2 MOVIE—"Spies Of The Air"

A man is tempted to sell the plans of a secret plane to foreign powers.

7 MOVIE—"Tiger Fangs"

Frank Buck is sent to check a serious bottleneck in rubber producing.

KOOLVENT

FIGHT AT 9:00 TONIGHT

Keep Score With Ed Pazdur On WGN-TV, See Listings.

NAME	1	2	3	4	5	6	7	8	9	10

Nicky Francis

Stars For TV Guide

WNBQ to Telecast Bowling Classic March 23rd

Atcher

Bailey

Bartlett

Casey

Drees

Gilman

Griffin

Hartline

Herbert

THE ANNOUNCEMENT last week of TV GUIDE's 2nd Celebrity Bowling Tournament to be held on the night of March 23 has aroused a big response from both viewers and stars. A sizable number of Chicago's TV stars are already tuning up for GUIDE's ten-pin tourney via extra practice sessions.

Viewers, too, are awaiting the all-celebrity classic. The event will be televised Tuesday, March 23 from 11 PM to 12 Midnight (or until conclusion) over WNBQ (Channel 5). ABC-TV headliner George Jessel has been signed as master of ceremonies. Joe Wilson, the voice for WNBQ's vastly-popular *Championship Bowling* show will act as announcer.

Plans for the dream tournament are rapidly taking concrete shape. Jessel, the country's widely-acclaimed "Toastmaster General", has already arranged for his flight to Chicago. The famed comic promises to enliven the tourney in his inimitable manner.

With handsome prizes at stake, the

Tune Up Tourney

George Jessel: Tourney Emcee

event has attracted the top "name" personalities of Chicago television. Don Herbert, Tommy Bartlett, Bob Atcher, Ray Rayner, Wayne Griffin, Bill Bailey, Francois Pope, Jack Drees, Danny O'Neil, Chet Roble, Billy Leach, Jim Conway, Nicky Francis, Frazer Thomas, Bob Murphy and Howard Miller (with wife June Valli as "scorekeeper") will be the male TV entertainers competing.

Vying for honors on the distaff side will be such leading ladies of the medium as Mary Hartline, Toni Gilman, Carmelita Pope, Barbara Sims, Jane Quinn and Angel Casey. *Each of the stars will bowl a complete five frames "on camera."*

Seats being limited, admission to the tourney site (Faetz & Niesen alleys) is by invitation only. Fans will miss none of the action, however. The tourney will receive special camera coverage.

Don't miss next week's issue which will carry a full "sneak preview" on the tourney. And circle March 23 now for some choice televiewing.

Miller

Murphy

O'Neil

C Pope

F Pope

Rayner

Roble

Sims

Thomas

MORNING

6:45 ⑤ **Everett Mitchell—Talks**

7:00 ② **The Morning Show-Variety**
Walter Cronkite with Bil and Cora Baird and their marianettes. (Local news with Frank Reynolds at 7:25 and 7:55 A.M.)

⑤ **Today—News, Interviews**
Matt Henson, last survivor of the Peary expedition to the North Pole. (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.)

⑦ **Chicago Parade—Variety**
Tommy Riggs, Betty Lou, morning variety.

8:00 ② **Ray Rayner—Comments**
News, music, weather. (Local news with John Harrington, at 8:25 A.M.)

⑦ **Breakfast Club-Don McNeill**
Don McNeill emcees the fun.

8:45 ⑨ **News—Bruce McFarland**

8:55 ② **News—Jim Conway**

9:00 ② **Godfrey And Friends**
Fun with the "little Godfreys."

⑤ **Ding Dong School—Kids**
Nursery with Dr. Frances Horwich.

⑦ **News—Ulmer Turner**

⑨ **Paul Fogarty—Exercises**
Exit Dowager's hump.

9:05 ⑦ **Beulah Karney Presents**
How to improve the appearance of hallways, doors, and windows.

9:30 ⑤ **One Man's Family—Serial**
Story of the Barbour family.

⑨ **Time For Stories**
Tina Redmand reads to youngsters.

9:40 ⑦ **Ed Allen—Exercises**
"Smile."

9:45 ⑤ **Three Steps to Heaven**
A small-town girl in New York.

9:55 ⑦ **Weather—Wayne Griffin**

10:00 ⑤ **Home—For Women**
It's Children's Day. Pappy Cannon creates children's party food, Eve Hunter illustrates kiddie fashions and grooming, and Arlene Francis discusses fingerpainting.

⑦ **Play House—Kiddies**
Angel Casey emcees.

⑨ **A To Z Of Cookery—Tips**
Blarney Stone; St. Patrick's Party.

10:30 ② **Strike It Rich—Quiz**

⑦ **Pied Piper Show—Kids**
Art Hern narrates cartoons.

10:55 ⑨ **News—Steve Fentress**

11:00 ② **Valiant Lady—Serial**
Nancy Coleman in the title role.

⑤ **Bride And Groom-Wedding**
Ida Mae Hahl, Philmont, N. Y., weds Robert Stanley Stitham of New Britain, Conn.

⑦ **Danny O'Neil—Variety**
Danny, Chet Roble, Nancy Wright.

⑨ **Ernie Simon—Four To Go**
Quiz game. (Guests are invited. Write WGN-TV for tickets.)

11:15 ② **Love Of Life—Serial**
Meg and Van discover the disappearance of the rifle.

⑤ **Hawkins Falls—Serial**
Story of life in a small town.

11:30 ② **Search For Tomorrow**
Superintendent Smith promises to help.

⑤ **Betty White Show**
Music by Frank De Vol's orchestra.

⑨ **Earl Nightingale—Chats**
Talks of everyday interest.

11:45 ② **Guiding Light—Serial**
Joe Roberts asks Dr. Baird's opinion.

11:55 ⑦ **News—Ulmer Turner**

AFTERNOON

12:00 ② **Brighter Day—Serial**
Story of a Minister and his parish.

⑤ **Noontime Comics—Kids**
Johnny Coons entertains the kids.

⑦ **Happy Pirates—Kids' Fun**
Two-Ton Baker and Art Hern.

⑨ **Hi Ladies—Interview**
Mike Douglas emcees.

12:15 ② **Luncheon With Billy**
Variety with Billy Leach.

12:25 ② **Lee Phillip Show—Tips**
Tips for the homemaker.

12:30 ② **Garry Moore—Variety**
Comic interview with Garry; Ladd Lyons, comic acrabat; Dorothy Jarnac, dancer; Helen Carroll and the boys sing.

⑤ **Bob And Kay—Chatter**
Interviews, chatter, and guests.

12:45 ⑨ **Dr. Preston Bradley—Talk**

12:55 ⑦ News—Ulmer Turner
⑨ News—Steve Fentress

1:00 ⑤ Francois Pope—Recipes
Creole round steak roll, pie crust, butterscotch pie.

⑦ Ruth Crowley—Baby Care
Discussion on the care of infants.

⑨ Watch To Win—Quiz
Don Gordon emcees.

1:15 ⑦ The Doctor's Answer—Talks
Elizabeth Hart conducts discussion.

1:30 ② Linkletter's Houseparty
Fun with Art and the gang.

⑦ Swingalong—Musical
Shirley Scott and the Modulators.

⑨ The Sewing School
Conducted by Lee Vanderhye.

2:00 ② Big Payoff—Quiz Game
Warren Hull subs for Randy Merriman.

⑤ Kate Smith Show—Variety
Kate presents singers Arthur Maxwell and Helena Scott, Phil Napoleon and his jazz band, and comic Georgie Kaye.

⑦ Claude Kirchner—Variety
Especially for the ladies.

⑨ Paul Dixon Show—Music
Musical pantomimes.

2:30 ② Bob Crosby—Musical
Tunes: "From the Vine Came the Grape," "Wanted," "Somebody Bad Stole de Wedding Bell."

⑦ Stuart Brent—Discussion
Discussion for women.

2:45 ⑦ News—Austin Kiplinger

3:00 ② Woman With A Past-Serial
Constance Ford, Mary Sinclair.

⑤ Welcome Travelers
Tommy Bartlett interviews Chicago visitors. (Guests invited. Write Guest Relations, WNBQ, Chicago).

⑦ Jerry Lester Show—Variety
Afternoon fun for the ladies.

⑨ Movie Quick-Quiz
Dick "Two-Ton" Baker emcees.

3:15 ② Secret Storm—Serial
Peter Hobbs, Jean Mowry, Dick Trask.

3:30 ② Petticoat Party—Games
Frazer Thomas emcees the fun. (Guests are invited. Tickets unnecessary.)

Kay Thompson, the suave, sleek, sophisticated bomb shell of show business takes off on her own in a new solo act that is the sensation of 1954 entertainment. At the Empire Room of Chicago's Palmer House, the frenetic Kay is starred in a show which features the comedy of Pete Marshall and Tommy Farrell, Bobby Brandt, the dancing Empire Eight and Emil Coleman's Orchestra. —Adv.

Tune in the fun
every weekday afternoon

ERNIE SIMON
"The Curbstone Cutup"

Interviews with the folks on Michigan Avenue

5:45-6:00 P.M.
Monday thru Friday

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STewart 3-1000
7460 S. Vincennes
LOngbeach 1-0002
1139 W. Wilson

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TUESDAY

5 On Your Account
Win Elliot interviews.

9 Index: Information
"The Big Picture."

3:55 7 Program Not Available

4:00 2 Shopping With Miss Lee
Lee Phillip with buying hints.

5 Pinky Lee-Comedy, Games
Comedy, variety and music.

7 News—Ulmer Turner

9 MOVIE—"Romance of the Rockies"—A circuit doctor blasts an underground stream to the surface, spoiling the water-righter's plans. Tom Keene and Beryl Walker.

4:05 7 MOVIE—"Slander House"
Owner of an exclusive beauty salon is involved in scandal and malicious gossip and becomes involved in an attempted suicide. Adrienne Ames and Craig Reynolds.

4:15 2 MOVIE—"Men Of Action"
A construction crew working on a dam project becomes involved in murder. (Cut to 45 minutes.)

4:30 5 Howdy Doody—Puppets
Clarabelle the clown amuses kiddies.

4:55 9 News—Les Nichols

5:00 2 Garfield Goose and Friend
Garfield and Frazer Thomas.

5 Elmer The Elephant—Kids
John Conrad and the elephant.

7 Jolly Seven Gang—Kids
Joe Kelly with cartoons.

9 Bob Atcher Show—Kids
Fun for the youngsters.

5:30 2 Gene Autry Time—Film
Western adventure.

5 Close-Up—Musical
Howard Miller, June Valli, and the Art Van Damme Quintet.

7 Nick Francis—Films
Short movies and cartoons.

9 News—Leslie Monypenny

5:45 7 Bob And Ray—Satires
Comedy with Bob Elliat, Ray Goulding.

9 Curbstone Cut Up—Chats
Ernie Simon conducts interviews.

EVENING

6:00 ② Sports—Bob Elson
Sparts cammentary.
⑤ Weather—Clint Youle
⑦ News—Austin Kiplinger
⑨ Captain Video—Adventures
The man af the future predicts a racket-ship disaster ta Capt. Video (Al Hodge).

6:05 ⑤ News—Jack Angell
⑦ Sports—Jack Drees

6:10 ⑤ Sports—Joe Wilson
Scares and camments.
⑦ Weather—Wayne Griffin

6:15 ② News—Julian Bentley
⑤ Dorsey Connors—Travel
A trip ta Belgium.
⑦ News—John Daly
⑨ Number Please-Quiz Game
Jack Brickhause emcees the game.

6:20 ⑤ Alex Dreier—Features
Unusual stories in the news.

6:25 ⑤ Tony Weitzel—Comments
Gossip and interviews.

6:30 ② News—Douglas Edwards
News, cammentary, and films.
⑤ Dinah Shore—Musical
Guest: Virginia Mayo. Flashback to the days Dinah and Virginia first met, playing the same bill at the Strand in N.Y.
⑦ Cavalcade Of America
"The Splendid Dream," with Leo G. (Topper) Carroll and Richard Stapley. William Penn signs the historic Pennsylvania constitution of 1701.
⑨ News—Spencer Allen

6:45 ② Jo Stafford Show—Music
Top tunes of the day.
⑤ News—John C. Swayze
⑨ Chicagoland Newsreel

7:00 ② GENE AUTRY—Drama
"Cald Decked." Autry turns detective ta solve the mysterious disappearance of a banker under strange circumstances.
⑤ BOB HOPE SHOW—Comedy
Star Bob Hape greets actar David Niven, comedienne Cass Daley, actress Janis Paige. Les Brawn's "band of renown."
⑦ STU ERWIN—Comedy
Camedy with Stu, June Collyer.

TUES.
11 pm

Young couple held prisoners in their own home by three escaped convicts!

Mont Clare Playhouse presents
"THE HIDEOUT"
terrifying film drama starring
HOWARD KEEL
VALERIE HOBSON

Sponsored by Mont Clare Pontiac
EACH TUESDAY NIGHT 11:00 to 12:00 pm
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Chicago's Showmanship Television Station

Two shows make one of the best hours on television, every TUESDAY NIGHT.

"Ree-voltin' development!" . . . so says the loveable, laughable Chester A. Riley tonight at 10:00 . . . on a fun-packed episode in . . . THE LIFE OF RILEY.

What goes on in the tortured minds of the Kremlin's puppets? Find out tonight at 10:30 . . . when it will be time for . . . THE VISITOR.

WBKB CHANNEL **7**

TUESDAY

MARCH 16

9 BISHOP FULTON J. SHEEN
Philosophic observotions on mon and his role in the universe. *Sponsored by Admiral Corp.*

7:30 2 RED SKELTON—Comedy
Fun with Red ond the gang.

7 OF MANY THINGS
Bergan Evons and guest, Prof. Fred Inbau of Northwestern University Law School, discuss "Lie Detection."

9 PANTOMIME QUIZ—Game
Mike Stokey emcees. Two teams vie in a gome of chorodes. Team regulors include Jerry Lester, Peter Donold, Eloine Stritch, Dorothy Hart, ond Jackie Cooper.

8:00 2 MEET MILLIE—Comedy
RETURN The Monhatton secretary and her comical mother and friends return to the video screens. Elena Verdugo.

5 FIRESIDE THEATER—Drama
"Ringo's Last Assignment." A veteran reporter learns that he is being pensioned.

7 DANNY THOMAS—Variety
Daughter Terry gets a chance at o career os a child octress.

9 BADGE 714—Drama
"The Big Church." A woman is found dead of chloroform poisoning in a vocont lot with no signs of violence or robbery. Jack Webb ond Ben Alexander. *Sponsored by Chicago Motor Club.*

8:30 2 SUSPENSE—Drama
"The Fourth Degree." The police attempt to extroct o confession from o criminal.

5 CIRCLE THEATER—Drama
"The Fugitive." A teen-age fugitive hiding in a Roman Cotholic orphanoge must decide whether or not to sacrifice his freedom to save a child's life.

7 U. S. STEEL HOUR—Drama
"Welcome Home." A loyol ond much loved housekeeper foces dismissal when her employers decide thot the house is too big since the children are grown.

Cast

Jenny Libbott .....Helen Hayes
Charles Austin .....Charles Ruggles

Sponsored by U. S. Steel Corp.

TUESDAY · 8:30 PM
THE EXCITING NEW
U. S. STEEL HOUR
HELEN HAYES
•
CHARLES RUGGLES
in
"Welcome Home"
CHANNEL 7
Produced by the Theatre Guild

BETTER TASTE...
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MORE CUPS
from every pound!

don't miss
BADGE 714
FORMERLY "DRAGNET"
starring
Jack Webb
WGN-TV (9) TUES 8 P.M.
SPONSORED BY THE
CHICAGO MOTOR CLUB

9 CASES OF EDDIE DRAKE
"Orpheus and His Loat," storring Don Haggerty as Eddie Droke.

9:00 2 DANGER—Mystery
"Actor." A rugged Hollywood actor returns ta his lawer East Side hame.

5 JUDGE FOR YOURSELF
Fred Allen interviews panelists who judge new songs by professionol campasers. Tunes are perfarmed by Bob Corroll, Judy Johnson, ond the Skylarks.

9 48TH STREET THEATER
"Leopards in Lightning." A rich ond ruthless adventurer leads a rhina hunt.

9:30 2 SEE IT NOW—News
Edword R. Murrow presents on-the-spot films, interviews, and commentary.

5 MR. & MRS. NORTH
"Death Doll." A voadaa doll and a jealous wife are invalved in a death.

7 NAME'S THE SAME—Panel
Robert Q. Lewis with Joon Alexonder, Bosil Rothbone, Gene Rayburn.

9 I LED THREE LIVES—Film
Richard Carlson, as Herbert Philbrick, praves that a Cammie knaws na freedam fram fear.

10:00 2 News—Fahey Flynn
5 Weather—Clint Youle
7 Life Of Riley
A situatian comedy obaut the life ond times of the lovable Riley. *Spansared by Household Finance Carp.*

9 MOVIE—"Four In A Jeep"
A Viennese wamon's husband escapes from a labor camp. Viveca Lindfors.

10:10 5 Dorsey Connors—Ideas
Make your awn earrings.

10:15 2 Weather—Lee Phillip
A look ot the charts.

5 News—Jack Angell

10:25 2 Art Mercier—Sports Tips
Advice far sportsmen.

10:30 2 News—John Harrington
5 Sports—Norman Barry
Sports headlines.

7 The Visitor—Drama
"The Inquisitor." Dromo af the communist party in Czechaslovakia.

10:45 2 Irv Kupcinet—Comments
Gossip and interviews.

5 Herbie Mintz—Musical
Old-time musical favorites.

11:00 2 MOVIE—"The Hideout"
A jewel thief is tracked down by the accamplices whom he double-crassed.

5 Bowling—From Chicago
Jae Wilson describes the gomes. *Sponsored by De Met Pantioc.*

7 News—Ulmer Turner
The latest in the news reparts.

11:05 7 Weather—Chuck Bill

11:10 7 Commercial
"Your Lucky Star."

11:15 7 Tom Duggan—Comments
Gossip, chatter, and interviews.

11:30 9 News—Les Nichols
A raundup of the day's headlines.

11:45 9 Weather—Carl Greyson

12:00 2 MOVIE—Title Not Available
7 MOVIE—"Secrets Of Chinatown"—Scotland Yard cracks dawn.

MORNING

6:45 ❺ **Everett Mitchell—Talks**

7:00 ❷ **The Morning Show-Variety**
Wolter Cronkite ond Bil & Cora Baird and their marionettes. (Five minutes of local news with Frank Reynolds at 7:25 and 7:55 A.M.)

❺ **Today—News, Interviews**
Dave Garroway hosts. (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25 and 8:55 A.M.)

❼ **Chicago Parade—Variety**
Music, news, weother, ond time.

8:00 ❷ **Ray Rayner—Comments**
Weather, music, news. (Five minutes af locol news with John Harrington at 8:25.)

❼ **Breakfast Club-Don McNeill**
Variety with Don ond the gang.

8:45 ❾ **News—Bruce McFarland**

8:55 ❷ **News—Jim Conway**

9:00 ❷ **Godfrey And Friends**
Fun with all the "little Godfreys."

❺ **Ding Dong School—Kids**
Nursery with Dr. Fronces Horwich.

❼ **News—Ulmer Turner**
Local and national news.

❾ **Paul Fogarty—Exercises**
"Especially far young mothers."

9:05 ❼ **Beulah Karney Presents**
Corned beef ond cabbage.

9:30 ❺ **One Man's Family—Serial**
Story af the Borbour family.

❾ **Time For Stories**
Tina Redmond reods to youngsters.

9:40 ❼ **Ed Allen—Exercises**
No mystery to exercise.

9:45 ❺ **Three Steps To Heaven**
A small-town girl in New Yark.

9:55 ❼ **Weather—Wayne Griffin**

10:00 ❺ **Home—For Women**
Poppy Cannon salutes the Irish with "Irish Stew," a traditionol potato dish, and Irish tea. Anne Fogarty is here to discuss her Irish-inspired foshions with Eve Hunter. Dorsey Connors shows "godgets."

❼ **Play House—Kiddies**
Angel Cosey is hostess.

❾ **A To Z Of Cookery—Tips**
"Fish ond Chips."

10:30 ❷ **Strike It Rich—Quiz**
Worren Hull emcees. Guest: Mrs. Goldina Howord, Clubwoman of the Year.

❼ **Pied Piper Show—Kids**
Art Hern with stories and cortoons.

10:55 ❾ **News—Steve Fentress**

11:00 ❷ **Valiant Lady—Serial**
Nancy Calemon in title role.

❺ **Bride and Groom-Wedding**
John Nelson emcees the ceremony.

❼ **Danny O'Neil—Variety**
Music by Chet Roble and Nancy Wright.

❾ **Ernie Simon—Four To Go**
Quiz game. (Guests ore invited. Write WGN-TV for tickets.)

11:15 ❷ **Love Of Life—Serial**
Meg Horper is incensed.

❺ **Hawkins Falls—Serial**

11:30 ❷ **Search For Tomorrow**
Nathon tells Jo they must convince Tate.

❺ **St. Patrick's Day Parade**
The colorful New York Parade. The chief announcer of Rodio Dublin will be flown in to handle the commentary.

❾ **Earl Nightingale—Chats**
Tolks of everyday interest.

11:45 ❷ **Guiding Light—Serial**
Don Peters undergoes his 2nd operation.

11:55 ❼ **News—Ulmer Turner**

AFTERNOON

12:00 ❷ **Brighter Day—Serial**
Story of a Minister ond his porish.

❺ **Noontime Comics—Kids**
Jahnny Coons entertoins the kids.

❼ **Happy Pirates—Kids' Fun**
Two-Tan Baker ond Art Hern.

❾ **Hi Ladies—Interviews**
Mike Douglas emcees.

12:15 ❷ **Luncheon With Billy**
Variety with Billy Leach.

12:25 ❷ **Lee Phillip Show—Tips**

12:30 ❷ **Garry Moore—Variety**
Durword tries to peddle his odaptian of an old tune. Roger Price and "Droodles."

❺ **Bob And Kay—Chatter**
Interviews, music and guests.

12:45 ❾ **Dr. Preston Bradley—Talk**
Philosophicol ond topicol subjects.

12:55 ❼ News—Ulmer Turner
❾ News—Steve Fentress
1:00 ❷ Double Or Nothing—Quiz
Bert Parks emcees quiz game.
❺ Francois Pope—Recipes
Basic yeast rall daugh, and TV lobster a la Newberg.
❼ Ruth Crowley—Baby Care
Guest: Dr. Nael G. Shaw, of the pediatric staff at St. Francis Hospital, Evanston.
❾ Watch To Win—Quiz
Dan Gardan and the Starnaters.
1:15 ❼ The Doctor's Answer—Talk
Elizabeth Hart conducts discussian, with Drs. W. W. Bauer and William Boltan.
1:30 ❷ Linkletter's Houseparty
Music, games, and interviews.
❼ Swingalong—Musical
Kenny Bowers and The Madulators.
❾ Adventure in Learning
Ill. Institute of Technalagy.
2:00 ❷ Big Payoff—Quiz Game
Bess Myerson, Randy Merriman, hosts.
❺ Kate Smith Show—Variety
Salute to St. Patrick's Day, with Kate, Ted Callins, the Katydids, Jeff Clark, the Kateds, and the Shawtimers.
❼ Claude Kirchner—Variety
Shaw directed to the ladies.
❾ Paul Dixon Show—Music
Musical pantamimes with Paul.
2:30 ❷ Bob Crosby—Musical
Tunes: "Clancy Lowered the Baom," "Make Love ta Me," "Galway Bay," "Peg O' My Heart," "Wild Irish Rase."
❼ Stuart Brent—Discussion
Advice and infarmatian far women.
2:45 ❼ News—Austin Kiplinger
3:00 ❷ Woman With A Past-Serial
Drama of a dress-designer.
❺ Welcome Travelers
Tammy Bartlett interviews Chicago visitors. (Guests invited. Write ta Guest Relatians, WNBQ, Chicaga.)
❼ Jerry Lester Show—Variety
Afternaan fun far the ladies.
❾ Commercial—Film
3:05 ❾ Movie Quick Quiz—Game
Dick "Twa-Tan" Baker emcees.
3:15 ❷ Secret Storm—Serial
A drama af family life.
3:30 ❷ Petticoat Party—Games
Frazer Thomas emcees the fun. (Guests are invited to the Garrick Theater.)
❺ On Your Account
Win Elliat emcees.
❾ Index: Information
"Trial at Tara."
3:55 ❼ Program Not Available
4:00 ❷ Shopping With Miss Lee
Tips from Lee Phillip.
❺ Pinky Lee—Comedy
Camedy, variety and music.
❼ News—Ulmer Turner
❾ MOVIE—'Phantom Ranger'
Action-packed story about counterfeiters who have their headquarters in Tapec.
4:05 ❼ MOVIE—"Submarine Base"
The inhabitants on an isolated island discover that a fisherman is refueling German submarines in a secret base.
4:15 ❷ MOVIE—'Headline Crasher'
(Cut ta 45 min.) The son of a U.S. Senator becomes the innocent bait in electian controversy. Frankie Darro.
4:30 ❺ Howdy Doody—Puppets
Bob Smith emcees the fun.
4:55 ❾ News—Les Nichols
5:00 ❷ Garfield Goose and Friend
Fun with Garfield and Friend Frazer.
❺ Elmer The Elephant—Kids
Jahn Canrad entertains.
❼ Jolly Seven Gang—Kids
Joe Kelly with cartaons for the kids.
❾ Bob Atcher Show—Kids
Fun for the kiddies.
5:30 ❷ Gene Autry Time—Film
Western adventure stories.
❺ Close-Up—Musical
Haward Miller, June Valli, and the Art Van Damme Quintette.
❼ Nick Francis—Films
Short mavies and cartaans.
❾ News—Leslie Monypenny
5:45 ❼ Bob And Ray—Satires
Bob Elliot and Ray Gaulding.
❾ Curbstone Cut Up—Chats
Ernie Simon canducts interviews.

EVENING

6:00 ② Sports—Bob Elson
⑤ Weather—Clint Youle
Temperatures and predictions.
⑦ News—Austin Kiplinger
⑨ Captain Video—Adventures
The prediction comes true.

6:05 ⑤ News—Jack Angell
⑦ Sports—Jack Drees
Scores and comments.

6:10 ⑤ Sports—Joe Wilson
⑦ Weather—Wayne Griffin
A look at the weather charts.

6:15 ② News—Julian Bentley
⑤ Dorsey Connors—Travel
A visit to Ireland.
⑦ News—John Daly
⑨ Number Please-Quiz Game
Jack Brickhouse conducts.

6:20 ⑤ Alex Dreier—Features
"Man On the Go," with Alex.

6:25 ⑤ Tony Weitzel—Comments
Gossip and interviews.

6:30 ② News—Douglas Edwards
National and world events.
⑤ Eddie Fisher—Musical
Guest is Morton Downey with a St. Patrick's Day salute.
⑦ Mark Saber—Mystery
Tom Conway stars.
⑨ News—Spencer Allen

6:45 ② Perry Como—Musical
Tunes: "The Darktown Strutters Ball," and a St. Patrick's Day Medley. (You may have seen pictures of Perry, but only TV GUIDE brings you pictures of Perry's fans. In next week's edition.)
⑤ News—John C. Swayze
Caravan of news happenings.
⑨ Chicagoland Newsreel

7:00 ② GODFREY AND FRIENDS
Variety show with Arthur Godfrey, Frank Parker, Marion Marlowe, Lu Ann Simms, Haleloke, Tony Marvin, Janette Davis, the Mariners and the McGuire Sisters.
⑤ I MARRIED JOAN—Comedy
Joan borrows the neighbors' best furnishings, and asks the newspaper to send a photographer to the house.

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NEW PLAY EACH NITE

Kraft Television Theatre

famous for fine plays, fine casts and fine menu ideas!

WEDNESDAY	THURSDAY
WNBQ	WBKB
8:00 P.M.	8:30 P.M.
"YOU TOUCHED ME"	"Home at Seven"

TONIGHT AT 7:30
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7 MOVIE—Title Not Available

9 COLONEL FLACK—Mystery

Alan Mowbroy os the Colonel. (See our "Close-up" in next week's TV GUIDE.)

7:30 5 MY LITTLE MARGIE

Vern tells a hondsome young client he has a son, not a doughter, and then finds he has to produce the boy. (See p.13)

9 CHICAGO SYMPHONY

George Shick conducting.

Program

Trogic Overture, Opus 81.....Brahms
"It Is Enough," from "Elijah" ..... Mendelssohn
Symphony, B Flot Mojor .....Mozort
Valentine's Aria, "Avont de Quitter Ces Lieux" .....Gounod
Aria, "Enemico dello Potrio," from "Andrea Chenier" .....Giordano
Overture to "Russlon ond Ludmilla" ..... Glinka

Sponsored by Chicogo Title & Trust Co.

8:00 2 STRIKE IT RICH—Quiz

Warren Hull emcees "quiz with o heart." Guest is Gordon Jenkins.

5 KRAFT THEATRE—Drama

"You Touched Me," by Tennessee Williams ond Donald Windham. A retired seamon discovers thot his sister, a shorptongued spinster, has an unhealthy influence on his doughter.

Cast

Hadrian.....Terry Kilburn
Cornelius Rochley.....Martyn Green
Emmie Rochley.....Katherine Willard

Sponsored by Kroft Foods.

7 TV THEATER—Film Drama

"Top Kick." A sergeant holds o balance between peoce ond wor.

8:30 2 I'VE GOT A SECRET—Panel

Emcee Gorry Moore with ponel: Henry Morgan, Jayne Meodows, Bill Cullen ond Polly Bergen.

7 CITY DETECTIVE—Film

"Ring in the Night."

9 CAPTURED—Film Drama

Host Chester Morris presents "The Wild Gang."

9:00 2 BOXING—From Chicago

Harold Johnson vs. Paul Andrews, lightheovyweights, 10 rounds.

JIMMY POWERS' RATING

	Rated	W	L	D	KO's
Johnson	1st	44	5	0	21
Andrews	5th	23	2	0	12

Andrews con punch foirly well, and os his record shows, holf his fights have been knockouts. Johnson is on experienced ringmon, ond it will take o top boxer to knock him off his high perch in the lightheovyweight ranks. Although reports soy Andrews moy do it, I'll string olong with Johnson.

5 THIS IS YOUR LIFE

Ralph Edwords presents o life story.

7 WRESTLING—From Rainbo

Wayne Griffin announces the motches.

9 THE MUSIC SHOW

Jockie Van, Mike Douglas, Eleanor Worner, Henri Noel, ond Robert Trendler conducting the orchestra and chorus. (Guests invited. Write WGN-TV, Chgo.)

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LEE

3319-21 W. Fullerton Upholstering Co.

9:30 ⑤ FAVORITE STORY—Drama
"The Reporter Who Made Himself King."
⑨ LIBERACE SHOW—Musical
Songs and piano arrangements.
9:45 ② SPORTS—Mel Allen
10:00 ② News—Fahey Flynn
Roundup of happenings in the news.
⑤ Weather—Clint Youle
Report on today's weather.
⑦ Double Date—Film Dramas
"A Matter of Honor," and "Neutral Corner."
⑨ MOVIE—"Copacabana"
A girl auditions for two jobs at the "Copa" and gets them both. Groucho Marx, Carmen Miranda and Gloria Jean.
10:10 ⑤ Dorsey Connors—Ideas
Shadow-box your heirlooms.
10:15 ② Weather—Lee Phillip
Miss Lee makes predictions.
⑤ News—Jack Angell
10:25 ② Art Mercier—Sports Tips
Discussion for sportsmen.
10:30 ② News—John Harrington
⑤ Sports—Norman Barry
Comments and scores.
10:45 ② Irv Kupcinet—Comments
Gossip and interviews.
⑤ Herbie Mintz—Musical
Melodies of yesteryear.
11:00 ② MOVIE—"East Of Piccadilly"—Murder in London's Soho.
⑤ MOVIE—"Stagecoach Outlaws"—A gang of outlaws led by a gambler attempt a holdup and fail.
⑦ News—Ulmer Turner
11:05 ⑦ Weather—Chuck Bill
Temperatures and predictions.
11:10 ⑦ Commercial
11:15 ⑦ Tom Duggan—Comments
Gossip and interviews.
11:30 ⑨ News—Les Nichols
Late news summary.
11:45 ⑨ Weather—Carl Greyson
12:00 ② MOVIE—"The World Owes Me a Living"—A pilot's memory fails.
⑦ MOVIE—"Buried Alive"
Imprisoned for a crime which he did not commit, a man is finally freed.

In next week's issue . . .

TV GUIDE *unveils*

Groucho Marx . . .

ARE HIS AD LIBS FOR REAL?

Kathy Godfrey . . .

Arthur's Rival?

ON SALE WEDNESDAY

Wednesday 10:00 P.M.

Musical Extravaganza!!

GROUCHO MARX

Carmen Miranda
Andy Russell
Gloria Jean

"COPACABANA"

Sponsored by Hirsch Clothing

WGN-TV Channel 9

Late weather report before every 10:00 PM Film on Channel 9

MORNING

6:45 ❺ Everett Mitchell—Talks
Discussion for farmers.

7:00 ❷ The Morning Show-Variety
Walter Cronkite with news, weather, music. Bil & Cora Baird Marionettes featured. (Five minutes of local news with Frank Reynolds at 7:25 and 7:55 A.M.)

❺ Today—News, Interviews
(Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.)

❼ Chicago Parade—Variety
News, weather, music, and time.

8:00 ❷ Ray Rayner—Comments
Music and chatter. (Five minutes of local news with John Harrington at 8:25 A.M.)

❼ Breakfast Club-Don McNeill
Don emcees variety.

8:45 ❾ News—Bruce McFarland

8:55 ❷ News—Jim Conway

9:00 ❷ Godfrey And Friends
Fun with all the "little Godfreys."

❺ Ding Dong School—Kids
Nursery with Dr. Frances Horwich.

❼ News—Ulmer Turner

❾ Paul Fogarty—Exercises
Lady, your waste is showing.

9:05 ❼ Beulah Karney Presents
More tips for luncheon cooking.

9:30 ❺ One Man's Family—Serial

❾ Time For Stories
Tina Redmond tells stories to the kids.

9:40 ❼ Ed Allen—Exercises
Exercise for grace and poise.

9:45 ❺ Three Steps To Heaven
A small town girl in N.Y.

9:55 ❼ Weather—Wayne Griffin

10:00 ❺ Home—For Women
Arlene Francis shows a film on Old Sturbridge Village, and Poppy Cannon has an Old Sturbridge Village recipe. A lesson in mirror decoration. Editor Will Peigelbeck shows touch-up painting.

❼ Play House—Kiddies
Angel Casey is hostess.

❾ A To Z Of Cookery—Tips
Fashion is living.

10:30 ❷ Strike It Rich—Quiz
Warren Hull emcees.

❼ Pied Piper Show—Kids
Art Hern narrates stories.

10:55 ❾ News—Steve Fentress

11:00 ❷ Valiant Lady—Serial
Nancy Coleman in the title role.

❺ Bride and Groom-Wedding
Elizabeth Webb of Kent County, Del., marries Harold Palmer of Felton, Del. (After 8 years on "Bride and Groom" John Nelson has all the answers. He reveals a few on page 16.)

❼ Danny O'Neil—Variety
Music, games and interviews.

❾ Ernie Simon—Four To Go
Quiz game. (Guests invited. Write WGN-TV for tickets.)

11:15 ❷ Love Of Life—Serial

❺ Hawkins Falls—Serial
Life in a small town.

11:30 ❷ Search For Tomorrow
Tate won't agree about Hazel.

❺ Betty White—Chatter
Music by Frank De Vol's orchestra.

❾ Earl Nightingale—Chats

11:45 ❷ Guiding Light—Serial
Meta airs her resentment of Kathy.

11:55 ❼ News—Ulmer Turner

AFTERNOON

12:00 ❷ Brighter Day—Serial
Story of a minister and his parish.

❺ Noontime Comics—Kids
Johnny Coons entertains the kids.

❼ Happy Pirates—Kids' Fun
Two-Ton Baker and Art Hern.

❾ Hi Ladies—Interviews
Mike Douglas emcees.

12:15 ❷ Luncheon With Billy
Variety with Billy Leach.

12:25 ❷ Lee Phillip Show—Tips

12:30 ❷ Garry Moore—Variety
Garry and the cast interpret the goings-on in the studio of a French couturier.

❺ Bob And Kay—Chatter
Interviews, music and guests.

12:45 ❾ Dr. Preston Bradley—Talk
Philosophical and topical subjects.

12:55 ❼ News—Ulmer Turner

❾ News—Steve Fentress

1:00 ⑤ Francois Pope—Recipes
Whole roasted beef tenderloin and French fried onian rings.
⑦ Ruth Crowley—Baby Care
Helpful tips for mothers.
⑨ Watch To Win—Quiz
Don Gordan and the Starnoters.

1:15 ⑦ The Doctor's Answer—Talk
Elizabeth Hart conducts discussion.

1:30 ② Linkletter's Houseparty
⑦ Swingalong—Musical
Kenny Bowers and The Modulators.
⑨ Adventure in Learning
Chicago public schools.

2:00 ② Big Payoff—Quiz Game
Bess Myerson and Randy Merriman.
⑤ Kate Smith Show—Variety
Charlie Ruggles in another chapter from "The World of Mr. Sweeney."
⑦ Claude Kirchner—Variety
⑨ Paul Dixon Show—Music
Wanda Lewis, Sis Camp, and Paul.

2:30 ② Bob Crosby—Musical
Tunes: "Just One More Chance," "Pass the Jam, Sam," "Changing Partners."
⑦ Stuart Brent—Discussion
Advice and infarmation for women.

2:45 ⑦ News—Austin Kiplinger

3:00 ② Woman With A Past-Serial
Constance Ford and Mary Sinclair.
⑤ Welcome Travelers
Tommy Bartlett interviews Chicago visitors. (Guests invited. Write to Guest Relations, WNBQ, Chicago.)
⑦ Jerry Lester Show—Variety
Afternoon fun for the ladies.
⑨ Movie Quick Quiz—Game
Dick "Two Ton" Baker emcees.

3:15 ② Secret Storm—Serial
Peter Habbs and Jean Mawry.

3:30 ② Petticoat Party—Games
Frazer Thomas emcees games. (Guests are invited to the Garrick Theater. Tickets are unnecessary.)
⑤ On Your Account
Interviews with Win Elliot.
⑨ Index: Information
Paris ta the sea.

3:55 ⑦ Program Not Available

4:00 ② Shopping With Miss Lee
Lee Phillip with buying tips.
⑤ Pinky Lee—Comedy
Comedy, variety and music.
⑦ News—Ulmer Turner
⑨ MOVIE—"Two Gun Justice"
The upright limb of Western law poses as a Mexican bandit. Tim McCoy.

4:05 ⑦ MOVIE—"Behind Prison Walls"—A steel tycoon is sent to prisan on the testimony af his honest son.

4:15 ② MOVIE—"Back Page"
(Cut to 45 min.) a girl reporter becomes editar of a smalltown paper and tangles in intrigue. Peggy Shannon.

4:30 ⑤ Howdy Doody—Puppets
Bob Smith and cartoans.

4:55 ⑨ News—Les Nichols

5:00 ② Garfield Goose and Friend
Laughs galare with "King" Gander.
⑤ Elmer The Elephant—Kids
John Conrad entertains the kids.
⑦ Rocky Jones, Space Ranger
Rocky and his rocket ship are under attack by a heavy pawered enemy racket.
⑨ Talent Tots—Variety
Youngsters from three ta 12 perform for the fun of it. There are no prizes or competition, and Connie Baxter, as emcee and singer, makes them feel right at home. The Starnoters supply the accompaniment. Auditions are held each Tuesday at 4:00 P. M. in Studio I-A, Tribune Tower. Bring the kids dawn. They will enjoy and profit by this apportunity. TV GUIDE's guest is Eileen Kanechik, Moorish dancing.

5:30 ② Gene Autry Time—Film
Western adventure stories.
⑤ Close-Up—Musical
Howard Miller, June Valli, and the Art Van Damme Quintet.
⑦ Nick Francis—Films
Fun with Nicky and Bobo.
⑨ News—Leslie Monypenny

5:45 ⑦ Bob And Ray—Satires
Comedy with Bob Elliot, Ray Goulding.
⑨ Curbstone Cut Up—Chats
Ernie Simon conducts interviews.

EVENING

6:00 ② Sports—Bob Elson
⑤ Weather—Clint Youle
Predictions and today's report.
⑦ News—Austin Kiplinger
⑨ Captain Video—Adventures
Copt. Video (Al Hodge) is blamed for action of the space pirates.

6:05 ⑤ News—Jack Angell
The news of the day.
⑦ Sports—Jack Drees

6:10 ⑤ Sports—Joe Wilson
Events in the world of sports.
⑦ Weather—Wayne Griffin

6:15 ② News—Julian Bentley
News oround the world.
⑤ Dorsey Connors—Travel
Interview with Dr. Armondo Coflisch of Chicago Moternity Center.
⑦ News—John Daly
⑨ Number Please-Quiz Game
Jock Brickhouse conducts.

6:20 ⑤ Alex Dreier—Features

6:25 ⑤ Tony Weitzel—Comments
Gossip and interviews.

6:30 ② News—Douglas Edwards
⑤ Dinah Shore—Musical
Dinoh celebrates her 200th telecast. She sings "Young At Heart."
⑦ Lone Ranger—Western
The Lone Ranger and Tonto breok up o stagecoach robbery ond set out to copture the escoping outlaws. John Hart.
⑨ News—Spencer Allen
Round-up of late news happenings.

6:45 ② Jane Froman—Musical
The scene is Williamsburg, Va. Tunes: "Thou Swell," "I'm Old Foshioned," "Young ot Heart," "Anything Goes."
⑤ News—John C. Swayze
⑨ Chicagoland Newsreel

7:00 ② MEET MR. McNUTLEY
Professor McNutley becomes octing othletic director, and o young swimming instructor comes to his assistance.
⑤ GROUCHO MARX—Quiz
"You Bet Your Life," quiz. (This is a wellreheorsed show. If you don't believe it, toke a look at next week's TV GUIDE.)
⑦ IT'S ABOUT TIME—Quiz
Ponel: Robert Pollok, Shirley Stern, Vin Gottschalk, Ruthie Duskin. Bergen Evans moderates.
⑨ MOVIE—"Cinderella Swings It"—A young girl singer gets her start in a U.S.O. show.

7:30 ② FOUR STAR PLAYHOUSE
Lilli Palmer, John Howard ond Robert Poige in "Lady of the Orchids." A married woman must decide between soving her marriage ond soving onother man from ruin.
⑤ TREASURY MEN IN ACTION
"Case of the Changing Heart." A wholesale grocery company becomes the unwitting portner of a gang of crooks.
⑦ RAY BOLGER—Comedy
Roy dresses up as a stork to attend a party, ond mistakenly believes it to be in honor of a baby his brother's wife is, he thinks, obout to hove.

8:00 ❷ VIDEO THEATER—Drama
Victor McLaglen in "The Exposure of Michael O'Reilly." Comedy about a man who leorns his reputation's in donger.

❺ DRAGNET—Police Drama
An elderly woman and her little boy are run down by a truck. Jack Webb.

❼ Program Not Available

8:15 ❼ FOCAL POINT—Film Shorts

❾ YOUR SENATOR'S REPORT
Discussion and interviews.

8:30 ❷ BIG TOWN—Drama
Steve notices thot a deof mute's interpreter is misinterpreting his testimony.

❺ FORD THEATRE—Drama
"The Last 30 Minutes," with Arthur Fronz and Martha Vickers. A lowyer whose wife has left him becouse she disapproved of his crooked methods receives o phone call telling him he has only 30 minutes to live. George Mocready, Eve Miller, Kyle Jomes. *Sponsored by Ford Dealers of America.*

❼ KRAFT THEATRE—Drama
"Home At Seven." Mystery about o banker who loses his memory for a 24-hour period during which a murder is committed.

Cost

David Preston .....Tom Helmore
Jonet Preston .....Volerie Cossort
Doctor .....Felix Deebank
Jamor Wotson .....Robin Craven
Inspector .....Carl Horbord

Sponsored by Kraft Foods Co.

❾ TALENT SHOWCASE—Music
Mike Douglas, singing emcee, with music by the Starnoters ond Bob Trendler. (Guests invited. Write WGN-TV, Chgo.)

9:00 ❷ PUBLIC DEFENDER—Drama
"The Unfit Mother." A young widow becomes involved in a sinister racket. Bart Motthews is ossigned to defend her.

❺ MARTIN KANE—Drama
A playboy author is murdered.

❾ SPORTS SCRAPBOOK
Jock Brickhouse discusses sports events.

9:30 ❷ PLACE THE FACE—Quiz
Bill Cullen emcees.

NOW . . . 2 NITES A WEEK
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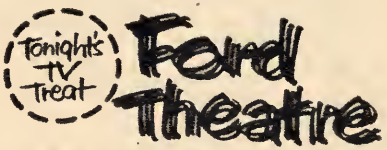
famous for fine plays, fine casts and fine menu ideas!

TONIGHT	NEXT WED.
WBKB	WNBQ
8:30 P.M.	8:00 P.M.
"Home at Seven"	"PARDON MY PRISONER"



ARTHUR FRANZ
MARTHA VICKERS
THE LAST 30 MINUTES
WNBQ • Ch. 5 • 8:30 P.M.

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$3 TV REPAIR $3
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90 Day Guarantee - Days, Nites & Sundays
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NORTH	SOUTH
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VA. 6-6100	ST. 2-1100

An Exciting Drama

Waterfront

10:00 PM WBKB
Channel 7

Presented by
PACKARD Dealers of
Metropolitan Chicago

THURSDAYS
CHANNEL 9

BOSTON
BLACKIE

9:30 P. M.

Sponsored by
Perfect Plus Hosiery

WGN-TV

THURSDAY

MARCH 18

5 FOREIGN INTRIGUE—Film
"Fareign Intrigue in Praphecies."

7 COLONEL MARCH OF SCOTLAND YARD—Police Drama
"Hot Money." Boris Karloff stars.

9 BOSTON BLACKIE—Drama
A 10-year-ald robbery is solved.

10:00 2 News—Fahey Flynn
5 Weather—Clint Youle
7 Waterfront—Film Drama
"New Whistle for Cheryl Ann." *Sponsored by Packard Dealers of Metropalitan Chicaga.*

9 MOVIE—"Let's Live Again"
A scientist is committed to a sanitarium.

10:10 5 Dorsey Connors—Ideas
Jig for bending wire coathangers.

10:15 2 Weather—Lee Phillip
5 News—Jack Angell

10:25 2 Art Mercier—Sports Tips
Advice for sportsmen.

10:30 2 News—John Harrington
5 Sports—Norman Barry
7 TV Theater—Film Drama
"Bachelors Weekend."

10:45 2 Irv Kupcinet—Comments
5 Herbie Mintz—Musical
Melodies, ald and new.

11:00 2 Wrestling—Film
Bud Curtis vs. Hanest Jahn Cretorio.
Angela Cistali vs. Andre Drappe.
Australian wrestling match: Lea Garibaldi against Great Scatt and Anton Leone.

5 MOVIE—"Dark Waters"
A young heiress loses her parents.

7 News—Ulmer Turner
9 MOVIE—"Counterfeiter"
Scatland Yard jains forces with the U. S.

11:05 7 Weather—Chuck Bill

11:10 7 Commercial

11:15 7 Tom Duggan—Comments
Gossip and interviews.

12:00 2 MOVIE—"Warn That Man"
German spies take over an ald mansion.

7 MOVIE—"Case of the Sinister Swami."—Starring Mischa Auer.

The Man From Seventh Heaven

WHY CHARLIE FARRELL IS WORKING IN THE 'MY LITTLE MARGIE' SHOW AFTER LIVING THE LIFE OF RILEY

IT HAS been said, and not without reason, that Charlie Farrell has more fun than anybody. Farrell himself says it, and he should know.

The least of his fun, oddly enough, comes from the one venture which has made him a national celebrity all over again. As Gale Storm's rather scatterbrained father on NBC - TV's *My Little Margie,* Farrell has emerged from a 26-year cocoon-like existence which he had found exceedingly comfortable if equally hectic.

Back in 1927, Farrell starred with Janet Gaynor in a silent picture called "Seventh Heaven." Until a little over a year ago, this was the lone fact anyone not of Hollywood knew about Charlie Farrell: he was the man who starred in "Seventh Heaven." And it was precisely this fact that led his old friend, Hal Roach, to talk Farrell into doing a "quick little summer film series" called *My Little Margie* — 13 films to take over the 1952 summer time spot of *I Love Lucy.*

Farrell, one of the great hams of our day, took the bait. Gale Storm was cast opposite him, the first film was shot—and the fat was in the fire. *My Little Margie* emerged as the surprise sleeper of the season. Before Farrell knew what had happened, the show was in the Top 10, had been picked up as a regular, and had even doubled into radio.

The Charles Farrells: they lead the life he loves.

Not-too-eager beaver, he studies TV role.

Then joins the William Powells for dinner.

Later, a drink with movies' Donna Reed.

"I," says Farrell, a little sadly, "was hooked."

Farrell can afford to be a little sad about the good life TV has forced him to curtail. For the past 20 years, he has been owner, host and general factotum of an exclusive little Palm Springs haunt known as the Racquet Club, membership by invitation only, no paupers need apply. Current membership includes George Montgomery and Dinah Shore, the Darryl Zanucks, the Bob Hopes, Ava Gardner and Frank Sinatra, the Elliott Roosevelts, Phil Harris and Alice Faye, the Walt Disneys, the Jack Bennys, Dean Martin and Jerry Lewis, to mention only a few. To these, and to a generation of equally important names before them, Charlie Farrell IS the Racquet Club.

From 'Seventh Heaven' To Paradise

Farrell started the Racquet Club in partnership with Ralph Bellamy back in the days when Palm Springs was struggling to make a living for itself. Worse, they located it far out in the outskirts of town, and Farrell himself had to pay for installing water and power lines. Bellamy sold out to Farrell early in the game.

He is perfect for his role, which bears slight family resemblance to his *My Little Margie* goings-on. Actually, the place is so well-organized that it runs virtually without him, which is perhaps just as well. He has so much fun playing host that he has little time for business.

His Is A Tennis Racket

Tennis being the prime consideration at the Racquet Club, Charlie plays a good game of tennis. The bar being another focal point, Charlie knows how to focus there. He also is a walking source of modern twicetold tales, a conversationalist without peer and a conversation piece himself.

Farrell, who lived at the Racquet Club up until a few years ago, has

acquired the Palm Springs version of an old barn and is still in the process of remodeling it to suit the fancy of himself and his wife, the former Virginia Valli. It is a long, low Spanish house with a pool in back and a small guest house off to one side.

In Hollywood, Charlie maintains an apartment at the Sunset Towers and a dressing room at the Roach lot, where most of his rather large wardrobe is kept. "I need the clothes for *My Little Margie,*" he says, "so I just keep them there. Clothes in Palm Springs are a waste of time and money." Judging by his Palm Springs wardrobe, he has wasted a good deal of both.

Farrell, who lives it up around the Racquet Club like a kid at his first party, has been described as the perfect example of the bad little boy who simply charms his way out of trouble.

But the charm boy does have his serious moments. When he was elected to the Palm Springs city council some years ago, chiefly on the basis of his popularity and his potential as a front man, he took the job seriously. First thing anybody knew he was the mayor, a post he held seven years.

How To Be A Grandpap

During the Second World War Farrell pulled another surprise, first wangling himself a commission in the Navy and then insisting that he be sent where he could be shot at. As executive officer aboard the carrier Hornet for three years, he was.

Farrell enjoys the new limelight *My Little Margie* has brought him, even though he beefs about the long hours away from his beloved Racquet Club. "*Margie,*" he says, "is one of those things that can go on forever. If they ever write in a husband and a baby for Margie, I'll just dye my hair white and go on from there." Farrell's hair of course, is as white as it's ever going to get, a detail which doesn't bother him in the slightest.

The host helps a guest at club's pool.

A favorite haunt is the tennis courts.

He even fiddles with giant chessmen.

How to catch and hold a husband

AFTER 8 YEARS ON 'BRIDE AND GROOM,' JOHN NELSON HAS ALL THE ANSWERS

IT'S AN ancient complaint among married men that, after being practically dragged into matrimony by their wives, they have to sit by and listen while the little woman tells others how Husband had cultivated an ulcer just wondering whether she'd say yes.

There's a man operating on television now who can back up that statement with some fairly impressive statistics. He's John Nelson, emcee of TV's *Bride and Groom,* a show that manages to get an interview, a wedding and about eight commercials all squeezed into one 15-minute program.

Mr. Nelson has become a sort of Dr. Kinsey of the getting-married set by means of the interview he conducts to start the show. When you add up 1850 of these interviews, recorded in eight years on radio and TV, you have what the statisticians call an "adequate sampling."

As mentioned before, just about the most alarming (to men) statistic culled by Nelson is that some 90 per cent of the time the girl is the party responsible for prompting the thought of marriage, though the deluded groom is generally unaware of this until he hears his bride-to-be tell it to Nelson during the interview. So far, none of the men have taken a sneak when they hear how they've been had.

Less surprising in Mr. Nelson's survey are the major problems listed by the newlyweds. The runaway champ in this department is the inevitable financial headache, a statistic that has been valid since somebody decided to eliminate problems by inventing money.

Second on the worry list is the matter of housing, which also comes as no surprise. And third is that traditional butt for jokes, the in-law problem, which isn't really a laughing matter.

Dr. (Nelson) Kinsey also dug up a fact that is decidedly Twentieth-Century in origin. No more do budding spouses do their proposing on bended knee in the family parlor. Nowadays,

Wed on TV: Gwendolyn Harmon, former 'Miss Alabama,' and James Tidd: Jane Matano and Kenyei Hatta; and Eunice Grayson and Leigh Vance, flown from England.

Happy pair: John Nelson, right, interviewing Glenn Orshaw, Lucille Shaffer.

the most popular pop-the-question spot is away from possible parental interruption—at the drive-in theater.

According to Nelson, and at least this is what the young folks tell him, the people getting spliced on the show do not do it because of the loot they receive (some $2000 worth of wedding gifts). This despite the fact that one prospective bridegroom broke up the wedding when he contended that the free honeymoon to Princeton, N. J., wasn't acceptable. Not a long-enough trip, he shouted. The couples declare they make their vows on video because modern transportation has scattered family and friends so much that the only way they can all see the wedding is to see it on television. That's what the man said.

Despite some adverse comment about the show, such as the question of the good taste of sponsored weddings, *Bride and Groom* has no shortage of applications from aspiring young couples—something like 50 a day. As expected, couples with more interesting backgrounds or stories are given preference.

Further, the ladies at home love it. It's one of the top-rated daytime shows, possibly because not even on soap operas are you guaranteed a good cry every day. A wedding is regarded as woman's supreme moment, and apparently the rest of the girls like to get in on it.

Some of the Nation's top clergymen have performed weddings on the show, which is another bit of evidence brought forward by Nelson to quiet detractors.

Nelson, impressed with his swelling list of successful weddings, recently sent out a questionnaire to all the couples who had taken the plunge on the show. In it, he asked them to list the traits they most preferred in their mates. The answers can easily serve as a guide to girls on the fine art of catching and holding a husband. As an added service, we also present the women's reactions.

Without further comment, except to pass on the word to observe Number One and Number 10 on the males' list, we give you TV's Dr. Kinsey report below.

What Wives Like Most In Their Husbands	What Husbands Like Most In Their Wives
1. Thoughtfulness	1. Good Cook
2. Understonding	2. Understanding
3. Consideration	3. Thoughtfulness
4. Kindness	4. Neatness
5. Ambition	5. Consideration
6. Humor	6. Good Housek'p'r
7. Affection	7. Patience
8. Neotness	8. Good Mother
9. Helpfulness	9. Cooperotion
10. Potience	10. Affection

Looking for easy way to

YOU ARE, let us suppose, an automobile dealer or a shoe salesman or a college graduate with a Ph.D. You have a little money put away, or maybe you've come into a windfall. You have an idea—a sure-fire, of course—for a TV show. All you have to do is put the idea on film and your fortune is made. You think.

You come to Hollywood. This is your first big mistake—you're already in the hole for the train or plane fare. You stay at the Beverly Hills Hotel, another mistake. Better you should go to the 'Y.' Sooner or later, you run into "just the man you've been looking for." He's a movie man—a director or assistant director or cameraman—with vast experience in second-rate pictures. With his advice and guidance, you hire a group of incompetent hangers-on and prepare to make what is known as a pilot film. This is the film you expect to sell, quite probably the morning after it is finished, to NBC or J. Walter Thompson or the president of Proctor and Gamble.

You have difficulty right off the bat finding a good writer — assuming you're smart enough not to try writing the show yourself. Good writers are not only expensive, they don't like unknowns. This holds true for every other member of your new company, including the star. You won't have a star, actually, for no such animal will be available to you. You will have a cast of unknowns and you will all be very happy. Until the bills come.

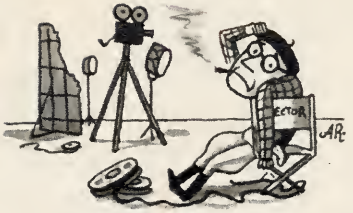
If you have allowed $12,000 for your pilot film and can allow no more, kiss the $12,000 goodby and go home. Before you are halfway through you will be staring at bills totaling $25,000.

But let's be generous and assume that you finish the film. What you have is two reels of film which compares with *I Love Lucy* as a kite compares with a DC-7.

Armed with this ammunition, you get on the phone and call NBC and J. Walter Thompson and the president of Proctor & Gamble. This is where it begins to hurt, for all the money in the world isn't going to get you through those doors with that film. Even the film distribution companies, who would charge you anywhere from 30 to 50 percent of the gross to handle

Roland D. Reed and actress Patsy Parsons: in television films, all is not golden.

a quick, go broke?



your product for you, will be totally unresponsive. To them, fifty per cent of nothing is still nothing.

Here, then, are the hard facts. Hollywood is not a gold mine. TV film production is not a gold mine. If you have money—a lot of it—and ambitions to be a TV film producer, you do two things. You take your money to a reputable film production company. And you leave your ambitions home.

On Paper, A Success

There is no more successful company in Hollywood today than Roland Reed Productions. Reed got his start in Hollywood 20 years ago as an extra. He spent eight years as a film cutter. He did time as both an assistant director and a director. Today his company produces *My Little Margie, Trouble With Father, Beulah, Mystery Theater, Waterfront* and *Rocky Jones, Space Ranger.* Mr. Reed, on paper at least, is a raging success.

But let's look at the record, as described by Reed himself. It has taken him three and a half years just to start getting his money back on his 104 completed *Trouble With Father* films. After almost two years on the air with *My Little Margie,* one of the most remarkably successful shows in all TV, he is still in the red with it. "If it weren't for the money brought in by the radio version of the show," Reed says flatly, "it would be sheer murder. We put $96,000 into the first 12 *Margie* films, over and above what the sponsor paid us."

Reed today is committed to $520,000 on his new *Rocky Jones* series—most of the money having been put up by a bank on the strength of Reed's proven reputation as a producer. The series is being syndicated, which means simply that it is being sold to individual stations and sponsors in individual markets or regions. "Its minimum price to a small market is $60 a week," Reed explains. "Maximum price, New York City, is $1900 a week —and there's only one New York. Right off the bat we must sell to a certain number of key cities, and a key city is one that pays $200 or more. The distribution is costing us 30 per cent of the take. And the show is costing us $25,000 a week to produce. You figure it from there."

Pro's Burn Too.

Guy V. Thayer, Jr., Reed's vice-president in charge of production, and a hard-headed motion picture businessman, says flatly that the day of the lucky amateur in TV film is gone.

"The sponsors today," he says, "and that includes the agencies, networks and distribution people, want to see the pilot *and* the second film as well. There is approximately $2,000,000 worth of unwanted pilot films lying around Hollywood."

The $2,000,000, Thayer adds, was not all thrown away by amateurs. "You'd be surprised," he says, "how many semi-pros and even thorough-going professionals have been burned in this business."—*Dan Jenkins*

Gale Gordon and Eve Arden: they make sure school was never like this.

PROGRAM OF THE WEEK

Our Miss Brooks

EVE ARDEN has settled down to a long career as America's No. 1 schoolma'am, the envy and idol of countless teachers across the country and the delight of thousands of TV viewers. Her *Our Miss Brooks* may not be the high school tutor we all remember but she is certainly the type we all wished we had.

In other words, *Miss Brooks* is a clever, funny TV show, but high school was never like this.

It's probably a good thing, too, that our schools don't follow the *Miss Brooks* pattern too closely. The characters in the program resemble caricatures. In their efforts to keep the show on a firm humor plane, the writers often delve too deeply into slapstick. This may insure a steady flow of laughs, but it also creates an aura of unreality. Toning down the caricatures to make the people slightly more human could elevate this show into the sock category.

Miss Arden is a whiz in the title role. Her wry acceptance of the school kids' capers, her own madcap antics that confound the bombastic principal and her earnest pursuit of the reluctant male science teacher pay off in solid laughs.

She has enough personal glamor to make her the envy of less physically-endowed females, but she wisely doesn't overdress or over-glamorize herself. Thus, she can still be accepted as a schoolteacher even though she gets herself involved in situations which will never—we hope—turn up at just any old high school.

Miss Brooks is certainly Miss Arden's program—a fact attested by her recent winning of the annual "Emmy" award as the best female star in a

FINE TUNING By OLLIE CRAWFORD

DIVORCE granted because husband used TV wrestling holds. This was a case of the armlock getting mixed up with the wedlock.

•

Friend of ours had the same trouble, and his wife told him to pack his grips and get out.

•

He kept practicing the hammerlock until she started practicing with the rolling pin. He learned the full Nelson, and it wasn't from watching Ozzie and Harriet. He had to practice on his wife because the kids could beat him.

•

She was willing to travel in double-harness, but she balked when he began practicing flying mares.

•

This boy's favorite wrestler was a guy who had started out in life making pretzels. His pretzel hold was perfect, except that the referee had to put his finger on the opponent while he tied the knot. He lost only one match—and that was because he tied a granny knot instead of a square knot.

•

Our friend kept trying this hold at home until his better half asked for quarter.

•

Her complaint was that she never got to play bridge because she was always tied up.

Our Miss Brooks / CONTINUED

regular television series. But the able talent surrounding her also help things along.

Gale Gordon has made a gem of the principal's role. His Mr. Conklin is irony at its best. Bob Rockwell is pleasant as Mr. Boynton, the object of Miss Brooks' attentions. There has probably never been a high school boy as played by Dick Crenna, but his high-pitched speech and awkward gallivanting merge neatly with the slapstick formula of the show. Gloria McMillan is winsome as his best girl and Mr. Conklin's daughter, and Jane Morgan is excellent as the landlady.

Some of the more esoteric viewers might scoff at the situations spotlighted in *Our Miss Brooks* as insulting their intelligence, and, admittedly, these do sometimes get out of hand. But the show still makes for rollicking TV comedy.

Seagram-Distillers Corporation, New York City.
Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.

REGIONAL RECIPES:

Evadna Hammersley (left), Salome Hansen.

IN DENVER, IT'S

Rocky Mountain 'Burgers

THE National Western Stock show in Denver called forth some real "Rocky Mountain Western cooking" from Evadna Hammersley and Salome Hansen, co-stars of KOA-TV's *Home and Kitchen* show.

Evadna, for many years the West's best-known woman broadcaster, and Salome, who has reared six youngsters and thus knows the practical approach to cooking, agree that the perfect answer to the lustiest appetite is the "Rocky Mountain 'Burger."

Evadna is the gracious hostess who chats with her guests in the KOA-TV living room set while Salome performs magic with food in the kitchen. She insists that the tantalizing aroma of good Western cooking is a big help in making guests feel at home.

Says practical Salome: "These huge Rocky Mountain 'Burgers are definitely low-cost party fare. And you can achieve that woodsy flavor indoors simply by dressing the 'burgers with liquid smoke. Broil them rare or well, according to your particular 'stockman's' order, and serve with plenty of good hot coffee."

Evadna adds a couple of culinary footnotes: "Cut boiled potatoes in strips" she suggests, "and place them on one side of the bottom of the broiler pan to heat thoroughly and catch the goodness of the meat juices.

"For eye-catching color and tongue-tickling flavor, broil thick slices of tomatoes and mushrooms on the rack with the meat. Serve Rocky Mountain 'Burgers with your favorite barbecue sauce."—*Sid Levin.*

Rocky Mountain 'Burgers

Allow at least ½ pound of ground beef to each serving. To serve six, mix 3 pounds of ground beef with 2 eggs, ½ teaspoon of freshly ground pepper, 2 tablespoons of water. Mix well, and divide into 12 portions. On waxed paper flatten each into a large flat cake. Cover six meat cakes with large slices of processed cheese and top with the remaining patties. Smooth the edges and bind with 2 strips of lean bacon, secured with toothpicks.

SPORTS

All TV Color Isn't in Tubes

Red Smith

THERE was this radio-television man on location at Miami's Hialeah Park. At the moment, his exact location was a table in the clubhouse dining room, within easy striking range of a tenderly broiled tract of pompano. Between morsels he talked about his business; and what he said made so much sense you wondered why he was in the business anyway.

"We're going to do some races this year," he said, "and I hope that sometimes, at least, we'll be able to make the show attractive to people who aren't racing fans. I know there are lots of people who've never been to a race track, don't know anything about the horses and have no particular interest in the race itself. But the spectacle is there, full of color and excitement for anybody to enjoy.

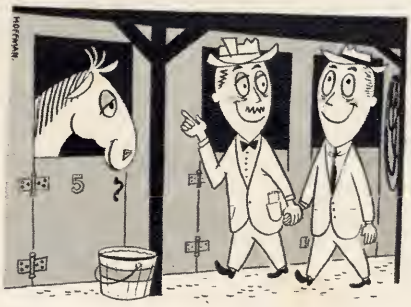
"I've been trying for a long time to persuade our people that we make a mistake when we set up a fixed and rigid schedule for these shows, where the second commercial must come on at exactly 4:34:40 and then the microphone or camera swings to such and such a point. With a little more flexibility, we can get the commercials in all right, but at the same time say to the audience, 'Look, if you were at Hialeah this afternoon, this is how it would be.'"

The man paused to study the past performance charts on the desserts. He made his selection and went on:

"For example, when Ben Hogan was over playing golf at Carnoustie, there were nine shows that were devoted to golf, as such, only about half the time. Fifty percent of the job was explaining what it was like at Carnoustie—how those Scots in the gallery dressed and how they reacted to the competition, what the weather was and how the texture of the grass differed from that on the course at home, something of the appearance and history of a club older than the oldest in the United States.

"The rest of the time, of course, was for the golf—otherwise you lose your only excuse for being there."

The man was putting into words



the principle that guides any conscientious sports columnist at any sports event. The columnist endeavors to take the reader by the hand and lead him to places he doesn't ordinarily visit—the dugout or dressing room or saddling enclosure—and let him watch and listen close up.

In the quest for color, though, the focus shouldn't be lost. Nothing is achieved save confusion when the camera abandons the horses making their move at the eighth pole to show a crowd jumping up and down at the rail and shouting. A 5-1 shot pulling out by two lengths is lovelier by far than some doll with her mouth wide open yelling, "Come on with him, Conn!" Any doll.

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